



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015**

### **SEPTEMBER 2015**



**Prepared by: QMark Research**

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# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **359** departing Korean visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **359** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.23 percentage points.

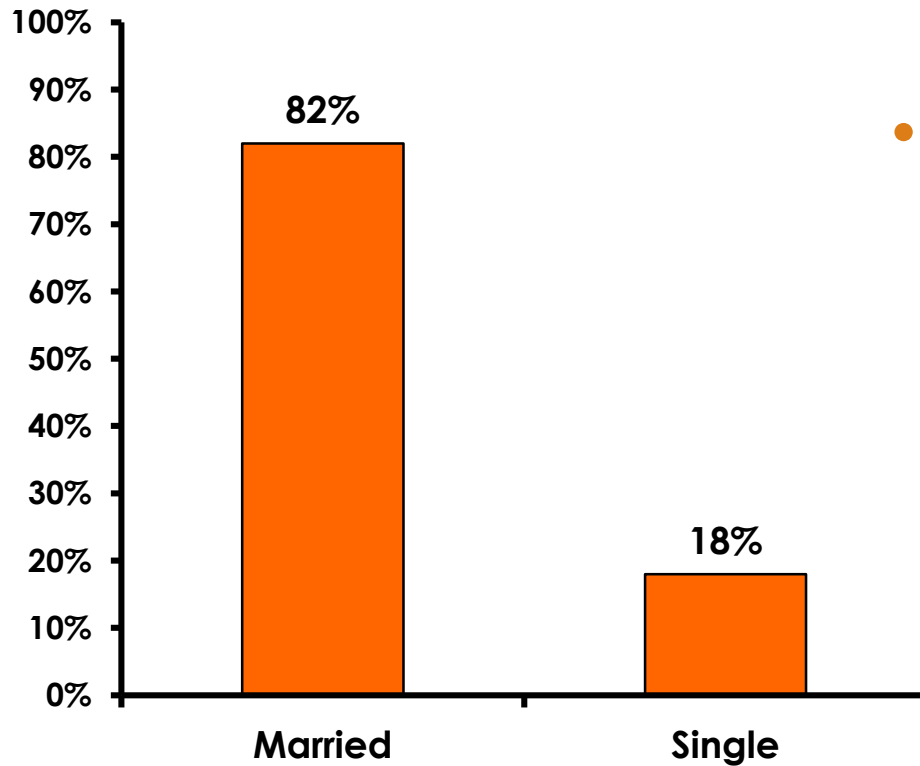
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# OBJECTIVES

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

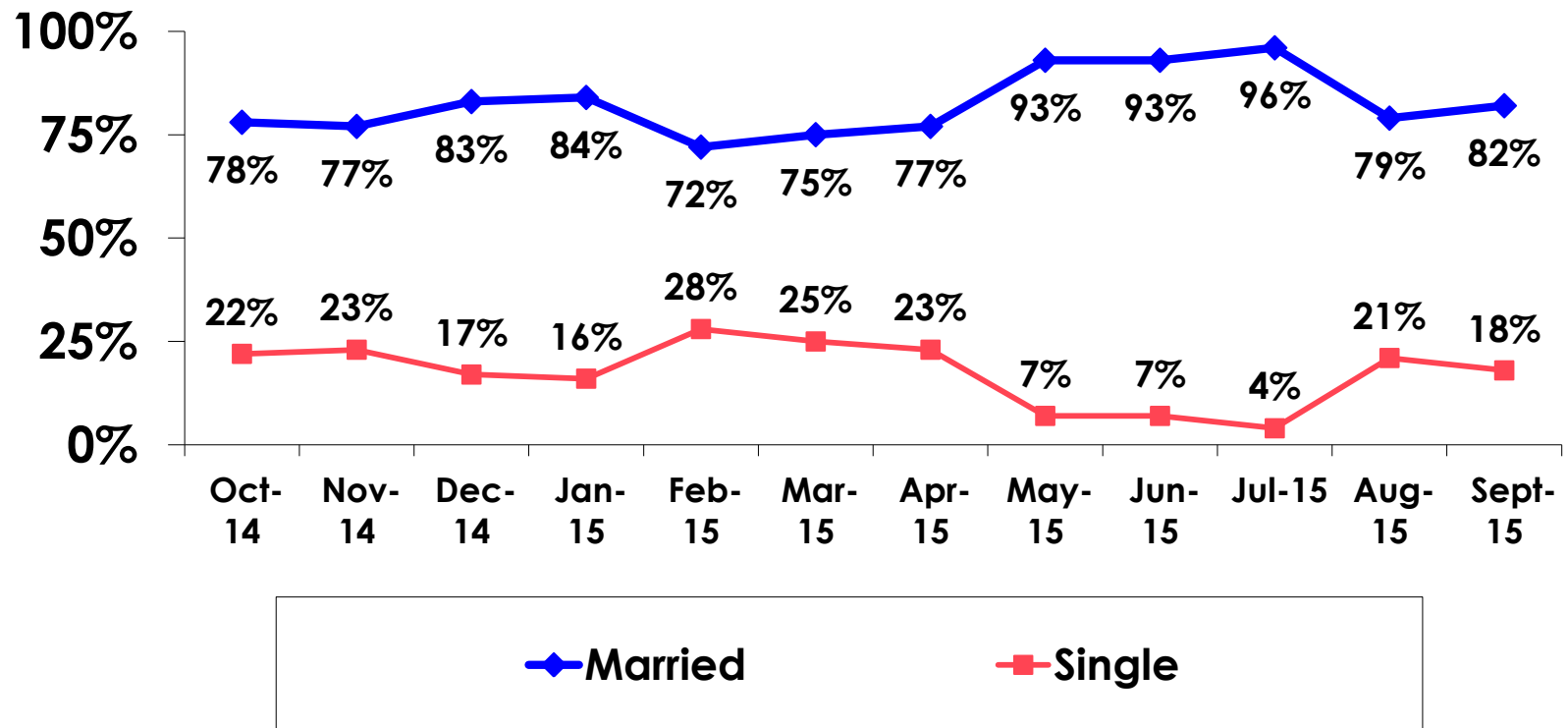
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

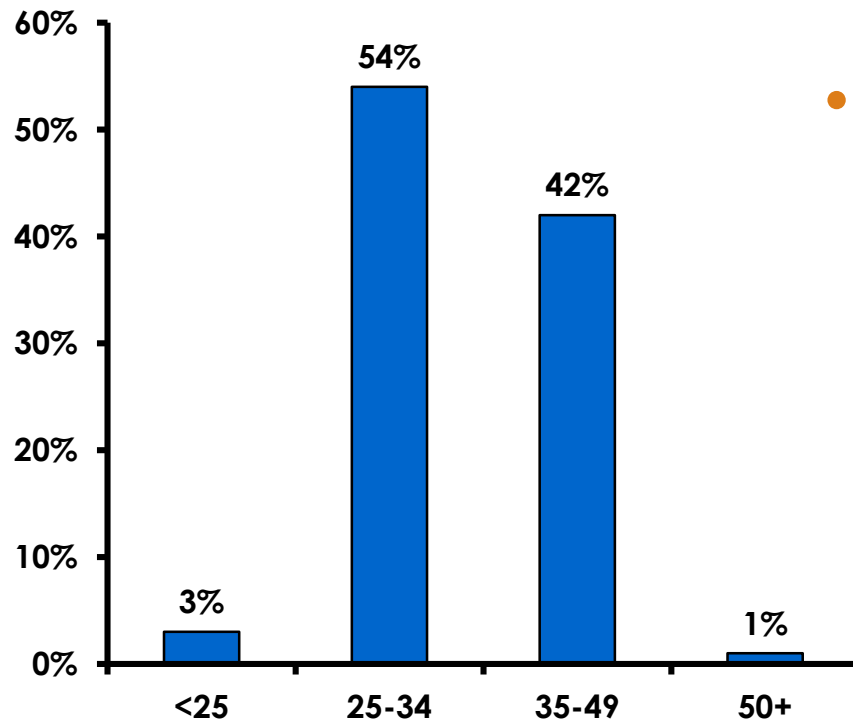


- Majority of Korean visitors are married.

# MARITAL STATUS

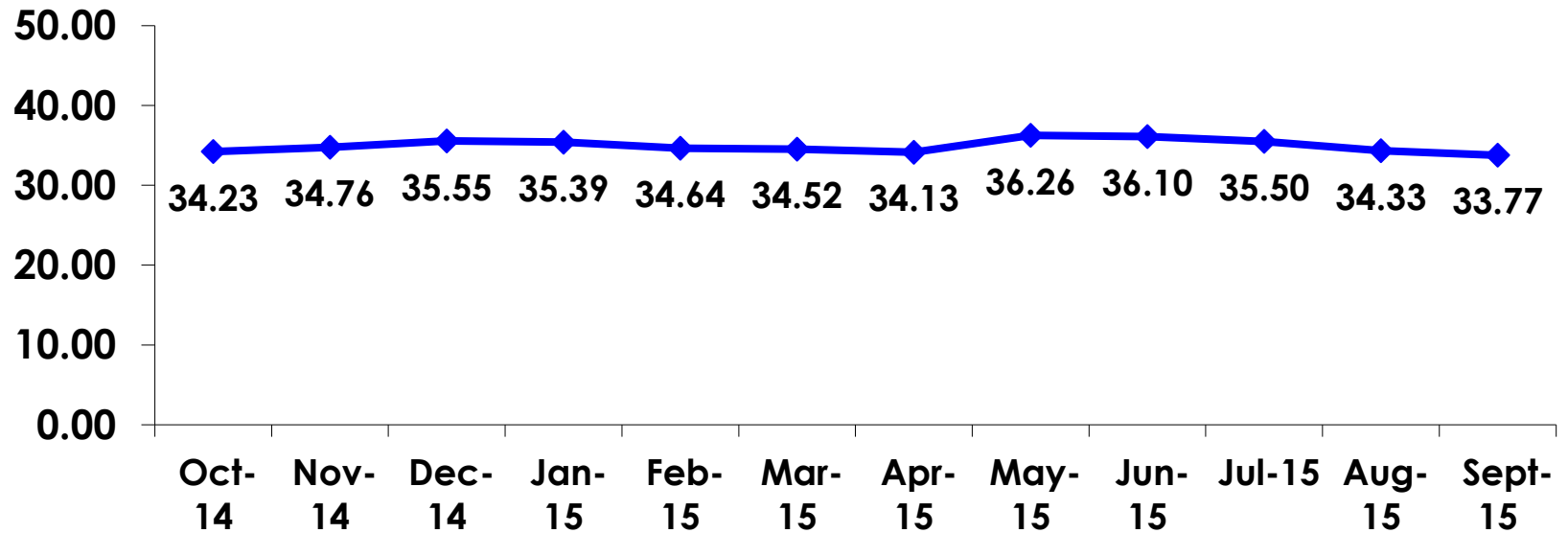


# Age - Overall



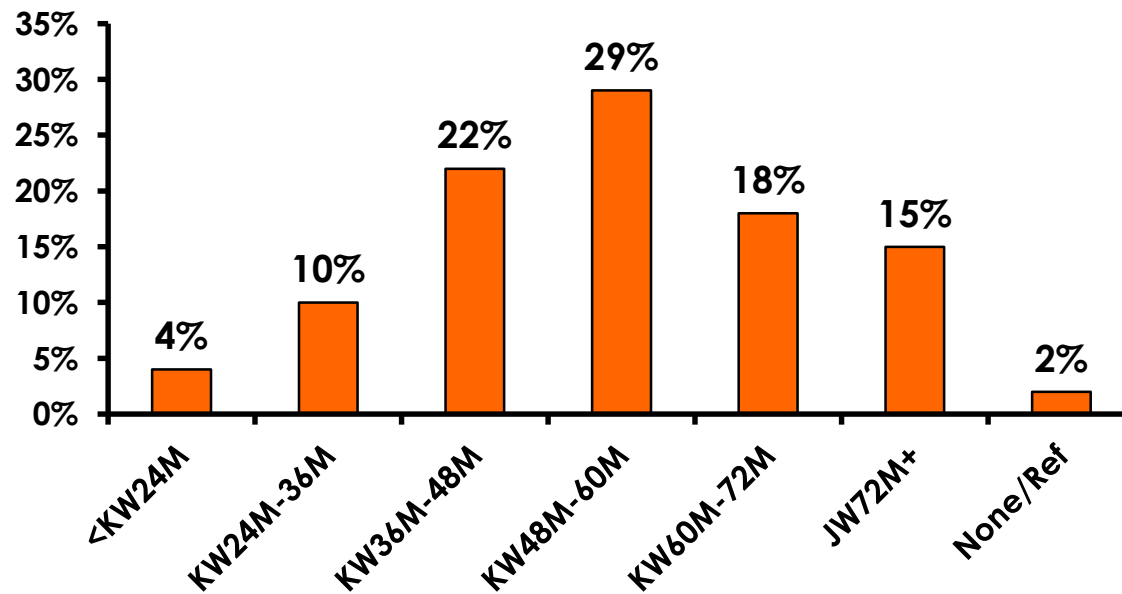
- The average age of the respondents is 33.77 years of age.

# AVERAGE - AGE



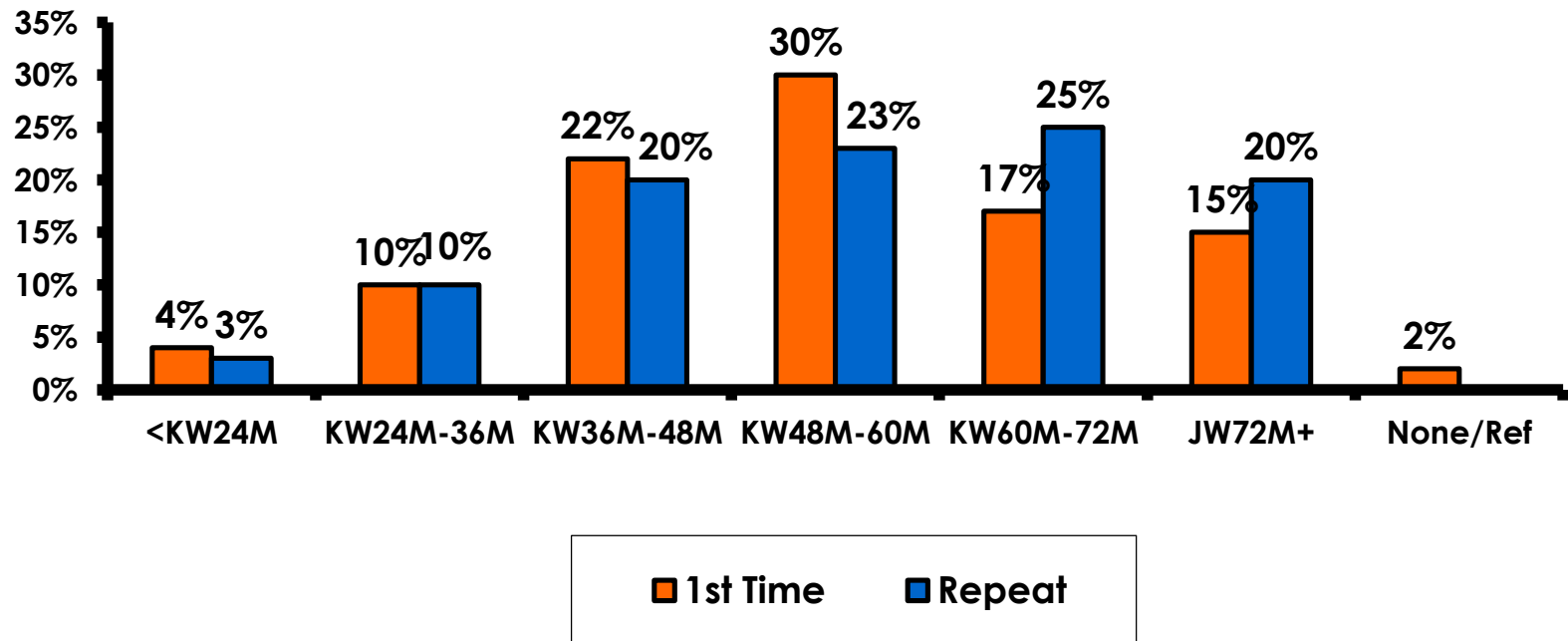


# Personal Income



- KW1,192.89=\$1

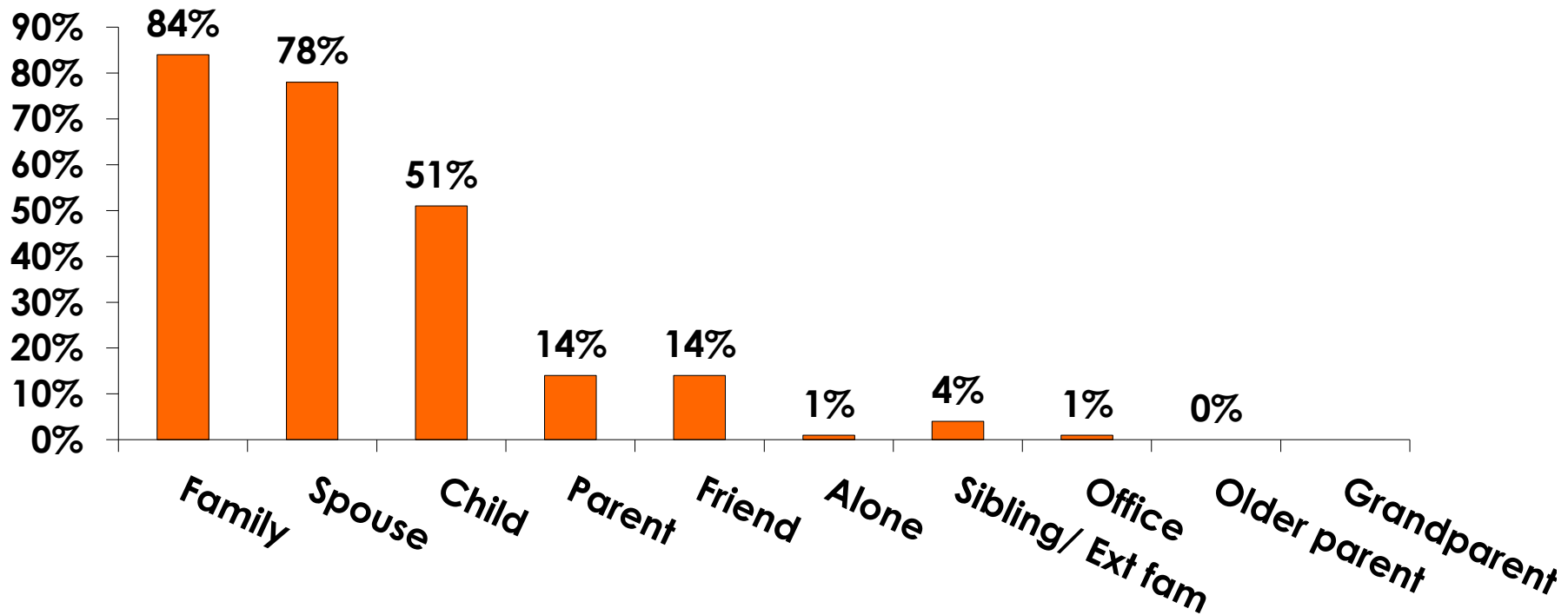
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	5	4	1		5		
		Column N %	2%	2%	1%		3%		
	KW12.0M-KW24.0M	Count	8	1	7	1	5	2	
		Column N %	2%	1%	5%	9%	3%	1%	
	KW24.0M-KW36.0M	Count	33	17	16	1	26	6	
		Column N %	10%	9%	12%	9%	15%	4%	
	KW36.0M-KW48.0M	Count	70	35	35	3	54	13	
		Column N %	22%	19%	26%	27%	31%	10%	
	KW48.0M-KW60.0M	Count	94	63	31	1	45	47	1
		Column N %	29%	33%	23%	9%	26%	35%	50%
	KW60.0M-KW72.0M	Count	58	35	23	2	15	40	1
		Column N %	18%	19%	17%	18%	9%	30%	50%
	KW72.0M+	Count	49	30	19	1	21	27	
		Column N %	15%	16%	14%	9%	12%	20%	
	No Income	Count	6	4	2	2	4		
		Column N %	2%	2%	1%	18%	2%		
	Total	Count	323	189	134	11	175	135	2

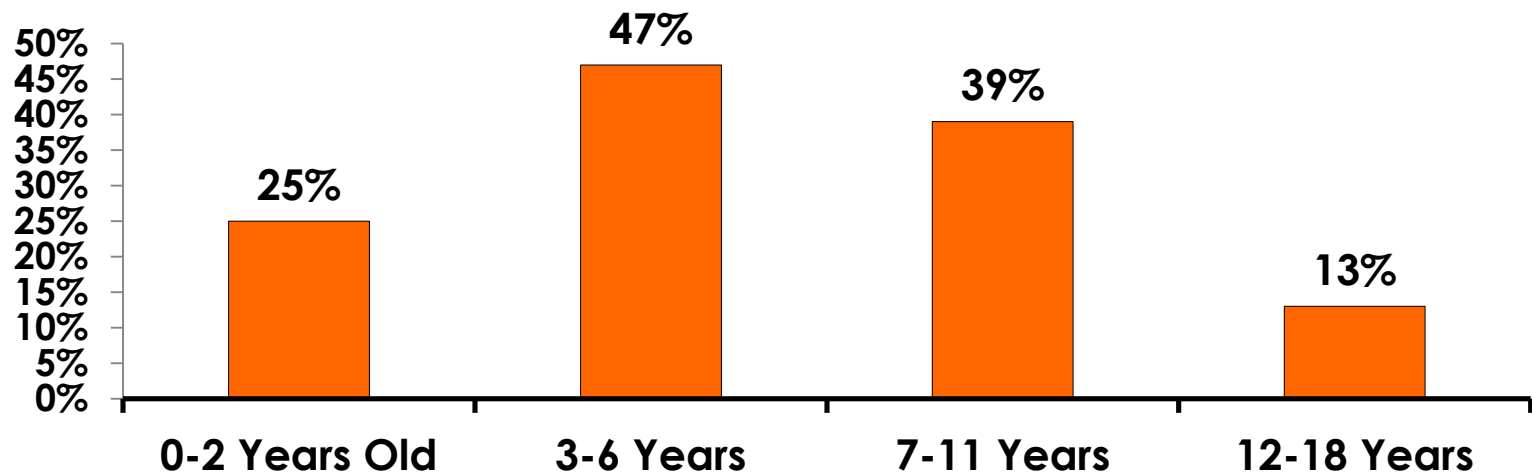
# Travel Companions



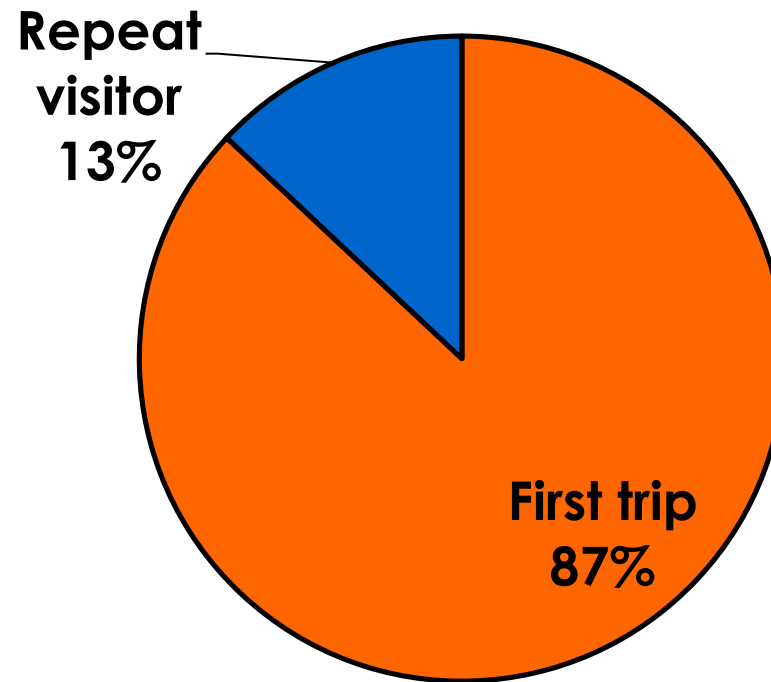
# Number of Children Travel Party

N=183 total respondents traveling with children.

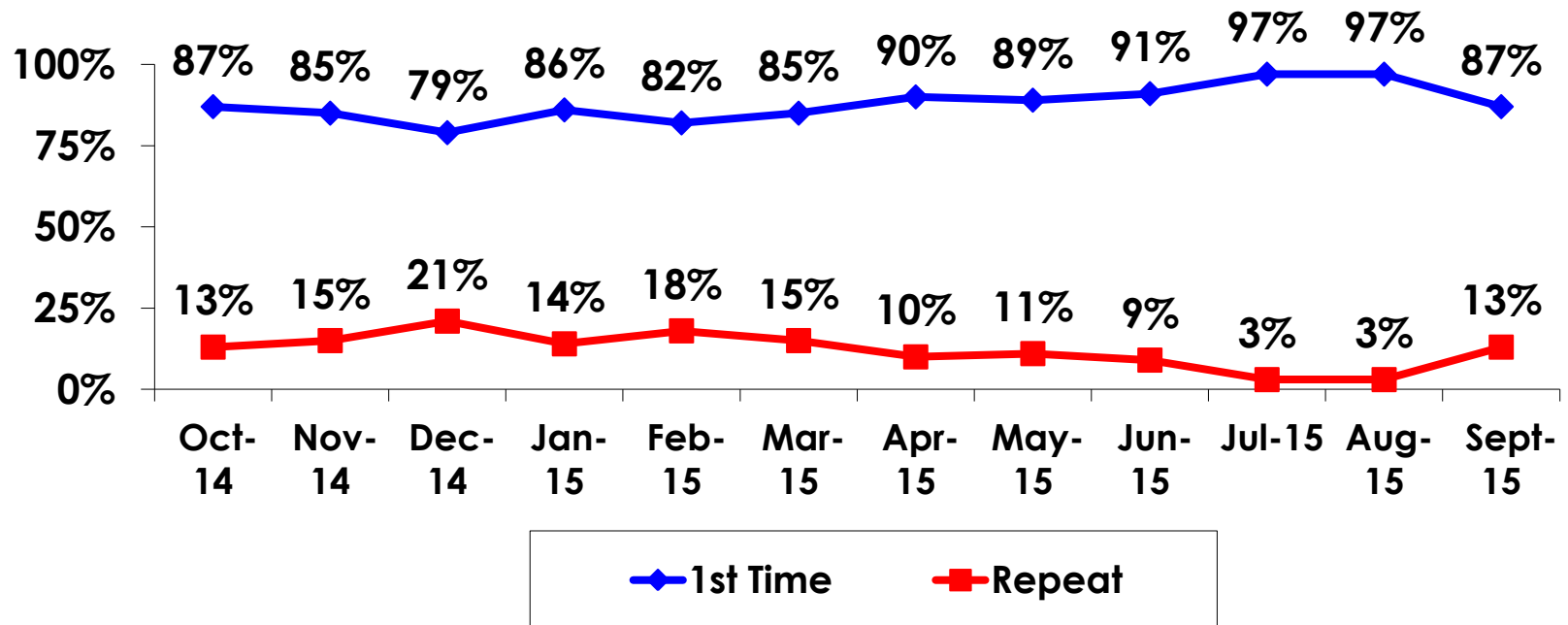
(Of those N=183 respondents, there is a total of 252 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



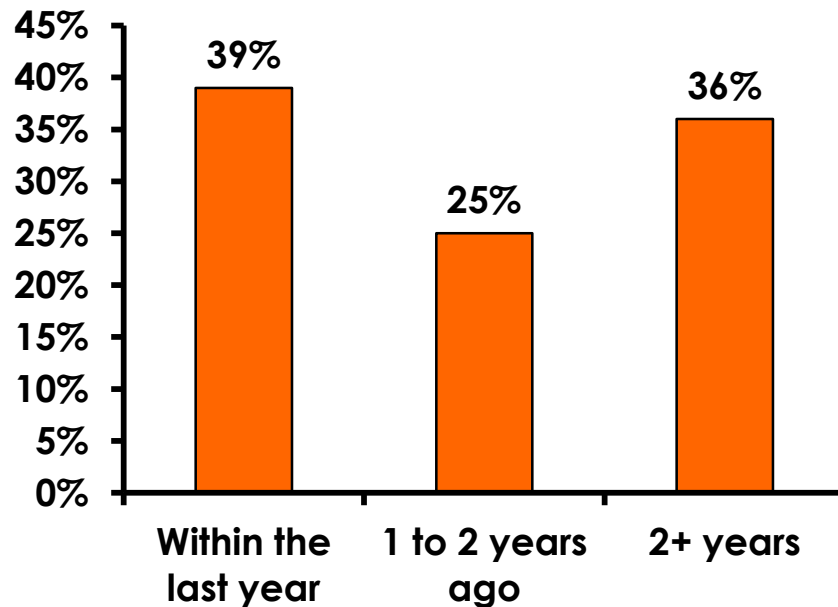
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	202	180	21	
		Column N %	56%	58%	46%	
	Female	Count	157	131	25	
		Column N %	44%	42%	54%	
	Total	Count	359	311	46	
AGE	18-24	Count	12	11	1	
		Column N %	3%	4%	2%	
	25-34	Count	191	171	19	
		Column N %	54%	55%	41%	
	35-49	Count	150	124	25	
		Column N %	42%	40%	54%	
	50+	Count	4	3	1	
		Column N %	1%	1%	2%	
		Total	Count	357	309	46



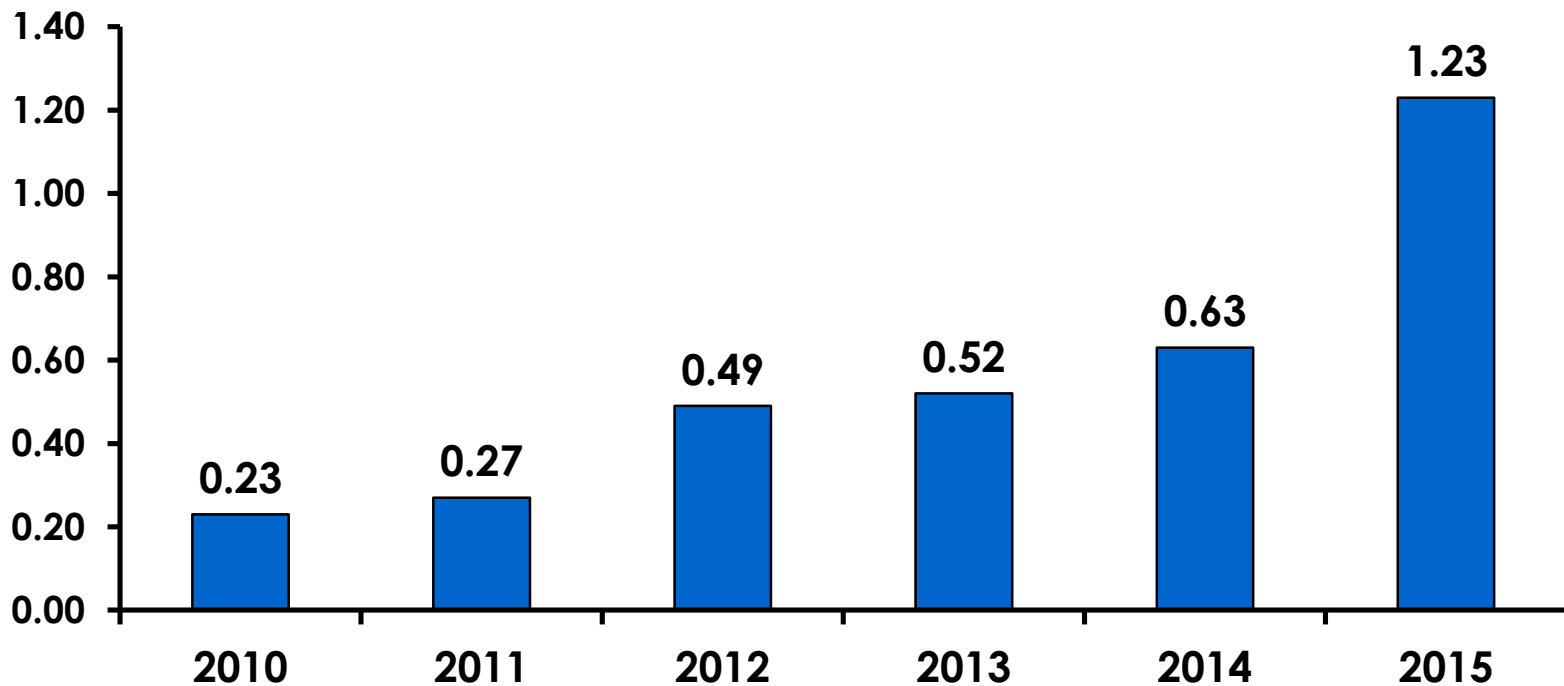
# Repeat Visitors Last Trip

n = 44



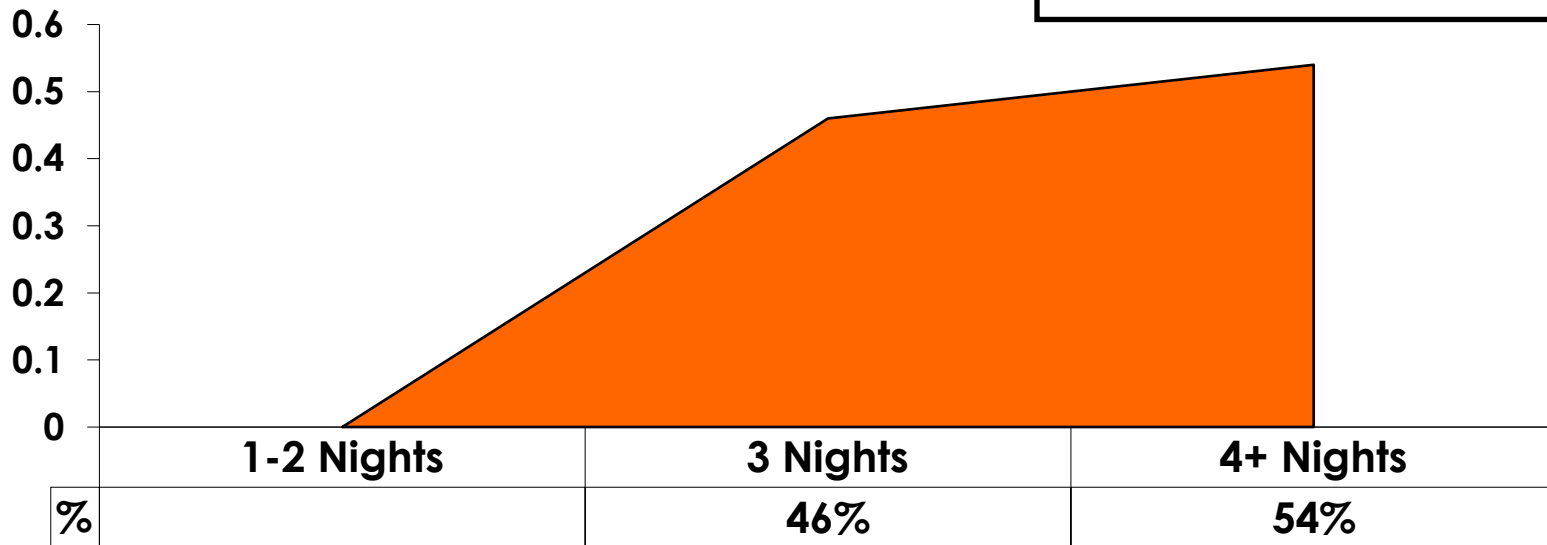
- The average repeat visitor has been to Guam 2.70 times.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

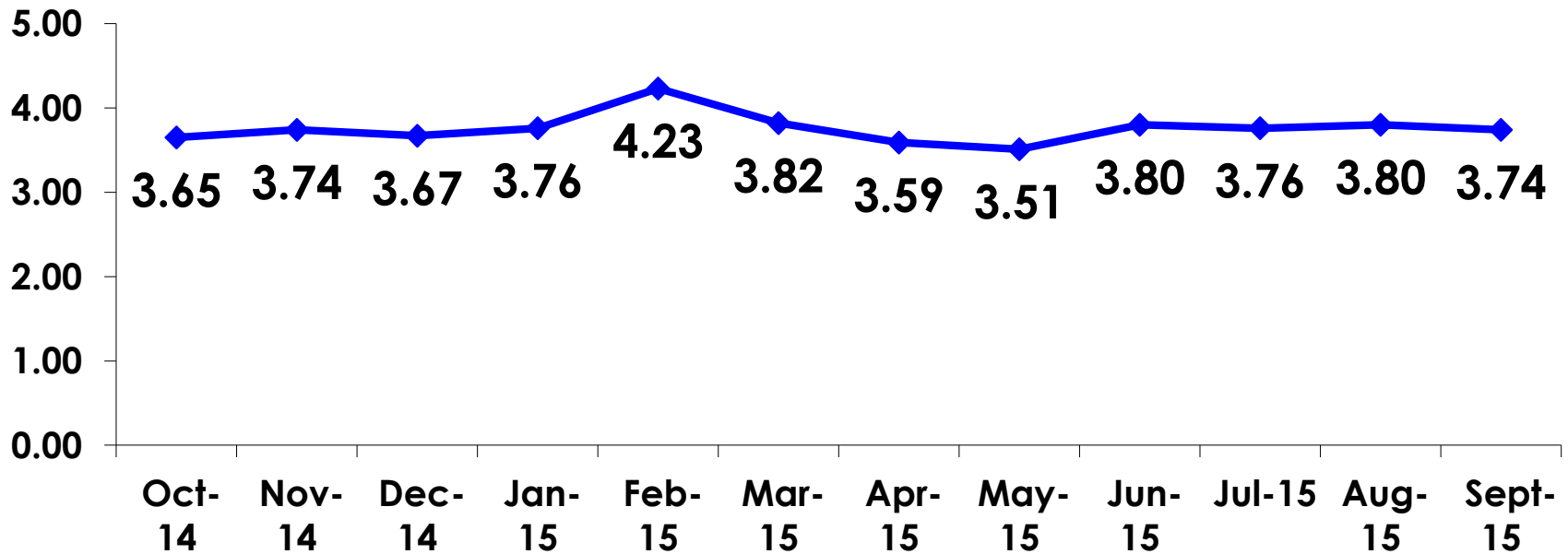


# Length of Stay

Mean = 3.74 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY

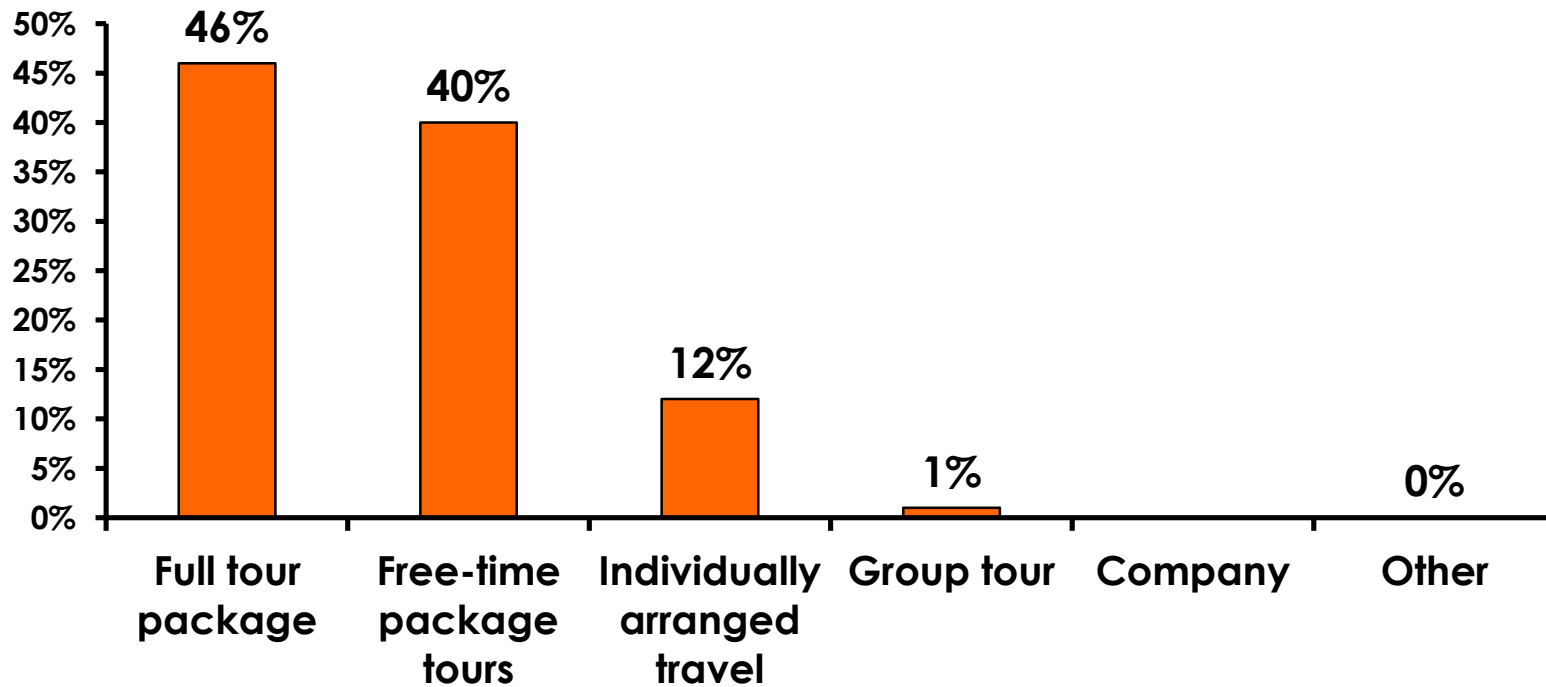


# Occupation by Income

		TOTAL	Q26							No Income
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	
Q25	White Collar Office Worker	29%		25%	31%	40%	23%	26%	45%	
	Self-employed	15%	20%		19%	9%	26%	21%	8%	
	Professional/ Specialist/ Tech	11%		13%	9%	13%	10%	10%	18%	17%
	Housewife/ Homemaker	11%		25%	9%	7%	5%	14%	6%	17%
	Service worker/ Private hse worker	10%	20%	38%	9%	13%	15%	7%	2%	
	Student	3%	20%		3%					50%
	Sales worker/ Clerical	3%				10%	3%		2%	
	Freelancer	3%				1%	4%	5%	2%	
	Skilled worker	2%	20%		3%	1%	1%	5%	2%	
	Govt- Manager	2%			6%	1%	2%	2%	4%	
	Manager/ Admin	2%			3%		4%	2%	2%	
	Professor/ Teacher/ After-school	2%			3%		1%	5%	2%	
	Unemployed	2%	20%			1%	1%		4%	17%
	Govt- Executive	1%				3%	2%		2%	
	Govt- office worker non-mgr	1%			3%		1%	2%		
	Farmer/ Forestry/ Fisherman	1%					1%	2%		
	Total	Count	5	8	32	70	94	58	49	6

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



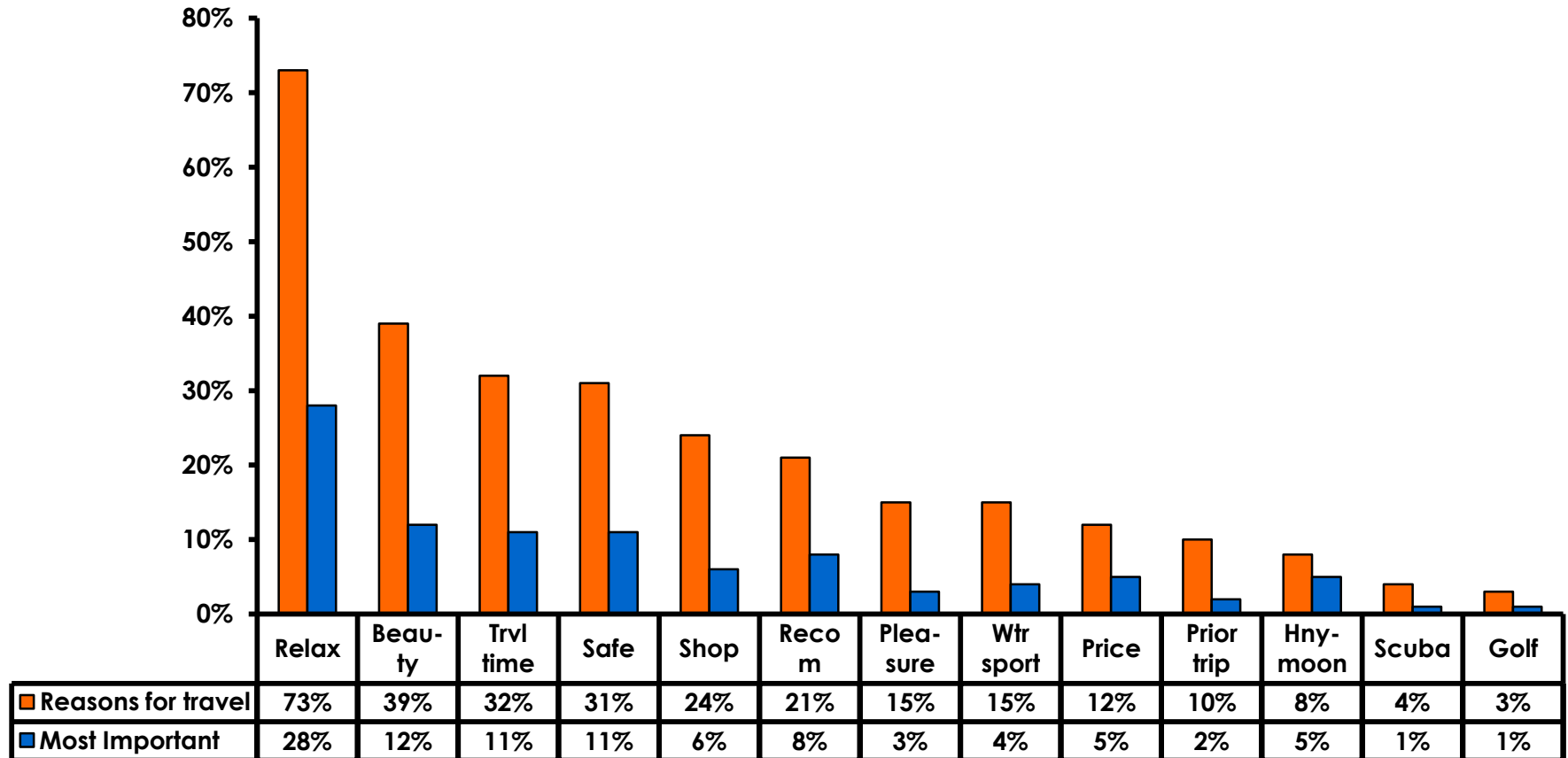
# Accommodation by Income

Average length of stay: 3.74 days

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q9	PIC Club	29%	40%	50%	24%	20%	30%	38%	33%		
	Hotel Nikko Guam	11%	20%		15%	19%	9%	9%	8%	17%	
	Hyatt Regency Guam	9%	40%			10%	12%	7%	14%		
	Lotte Hotel Guam	9%			15%	7%	11%	12%	2%	17%	
	Onward Beach Resort	8%		13%	9%	7%	7%	5%	6%	17%	
	Hilton Guam Resort	6%			3%	10%	7%	7%	8%		
	Sheraton Laguna Guam	5%		13%	3%	3%	7%	3%	8%		
	Westin Resort Guam	4%				3%	1%	10%	6%	17%	
	Outrigger Guam Resort	3%			9%	4%	1%		4%		
	Pacific Star Resort & Spa	3%			6%	7%	3%				
	Leo Palace Resort	3%				3%	3%	2%	2%		
	Holiday Resort Guam	2%				3%	3%	2%			
	31	1%				1%	2%	2%	2%		
	Guam Reef & Olive Spa	1%			3%		3%		2%		
	Royal Orchid Guam	1%			6%					17%	
	Verona Resort & Spa	1%		13%				2%	2%		
	Home stay/ friend/ relative	1%		13%					2%	17%	
	Fiesta Resort Guam	1%				1%		2%			
	Bayview Hotel	1%			3%	1%					
	Hotel Santa Fe	0%			3%						
	Guam Plaza Hotel	0%									
	Total	Count	359	5	8	33	70	94	58	49	6



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation,
- Natural beauty,
- Short travel time

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Relax	73%	67%	70%	78%	75%	73%	74%	
	Natural beauty	39%	58%	43%	31%	75%	39%	38%	
	Short travel time	32%	25%	32%	34%	25%	29%	36%	
	Safe	31%	8%	30%	34%	75%	30%	33%	
	Shopping	24%	17%	27%	19%	25%	25%	22%	
	Recomm- friend/family/trvl agnt	21%		22%	19%	50%	21%	20%	
	Pleasure	15%	8%	17%	13%	25%	15%	16%	
	Water sports	15%	25%	17%	11%	25%	18%	11%	
	Price	12%	25%	15%	6%	25%	11%	13%	
	Previous trip	10%	8%	7%	13%	25%	8%	11%	
	Honeymoon	8%	17%	11%	3%		9%	6%	
	Scuba	4%		5%	1%	25%	6%	2%	
	Golf	3%			7%		3%	3%	
	Other	2%		2%	1%		2%	2%	
	Company/ Business Trip	1%			3%		1%	3%	
	Visit friends/ Relatives	1%	8%	2%	1%		1%	2%	
	Organized sports	1%		1%	1%	25%	1%	2%	
	Convention/ Trade/ Conference	1%			2%		1%	1%	
	Company Sponsored	1%		1%	1%			2%	
	Married/ Attn wedding	1%		1%			1%	1%	
	Total	Count	356	12	189	149	4	199	157

# Motivation by Income

		TOTAL	Q26							No Income
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	
Q5A	Relax	73%	80%	50%	59%	74%	80%	79%	69%	50%
	Natural beauty	39%	40%	25%	50%	36%	34%	30%	51%	100%
	Short travel time	32%		13%	38%	33%	33%	26%	33%	50%
	Safe	31%	60%	13%	25%	21%	34%	37%	31%	33%
	Shopping	24%	20%	25%	25%	19%	22%	18%	41%	33%
	Recomm- friend/family/trvl agnt	21%	20%	25%	19%	21%	22%	28%	12%	
	Pleasure	15%		13%	16%	21%	12%	19%	12%	17%
	Water sports	15%		25%	16%	13%	17%	9%	12%	50%
	Price	12%		13%	22%	10%	16%	9%	2%	33%
	Previous trip	10%		13%	6%	10%	5%	16%	12%	
	Honeymoon	8%	40%	25%	19%	11%	4%	4%	6%	
	Scuba	4%		13%	6%	1%	2%	4%	4%	17%
	Golf	3%					2%	7%	4%	
	Other	2%				1%	2%		6%	
	Company/ Business Trip	1%			9%	1%		2%		
	Visit friends/ Relatives	1%				3%			2%	
	Organized sports	1%		25%			1%	2%		
	Convention/ Trade/ Conference	1%						4%		
	Company Sponsored	1%			3%	3%				
	Married/ Attn wedding	1%	20%				1%			
	Total	Count	5	8	32	70	93	57	49	6

# SECTION 3 **EXPENDITURES**

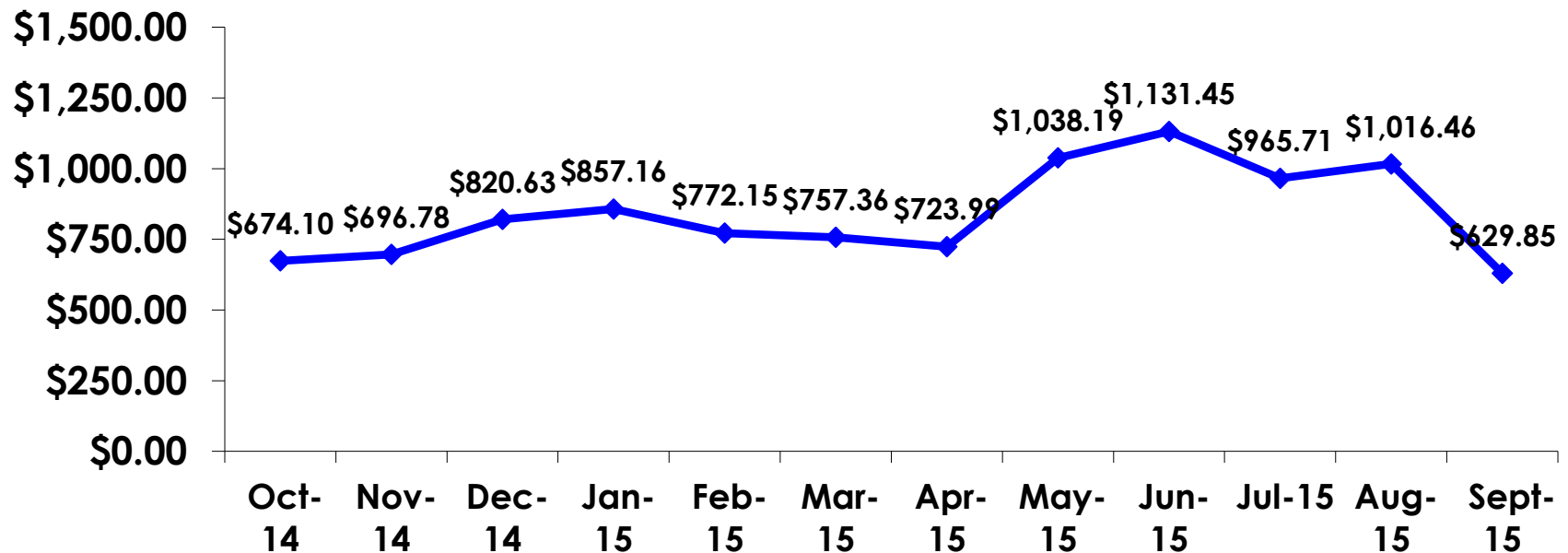
# Prepaid Expenditures

KW 1,192.89/US\$1

- \$1,748.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,766 = maximum (highest amount recorded for the entire sample)
- \$629.85 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$839.93

# Breakdown of Prepaid Expenditures

## KW 1,192.89=\$1

(Filter: Only those who responded/  
Per Travel Party)

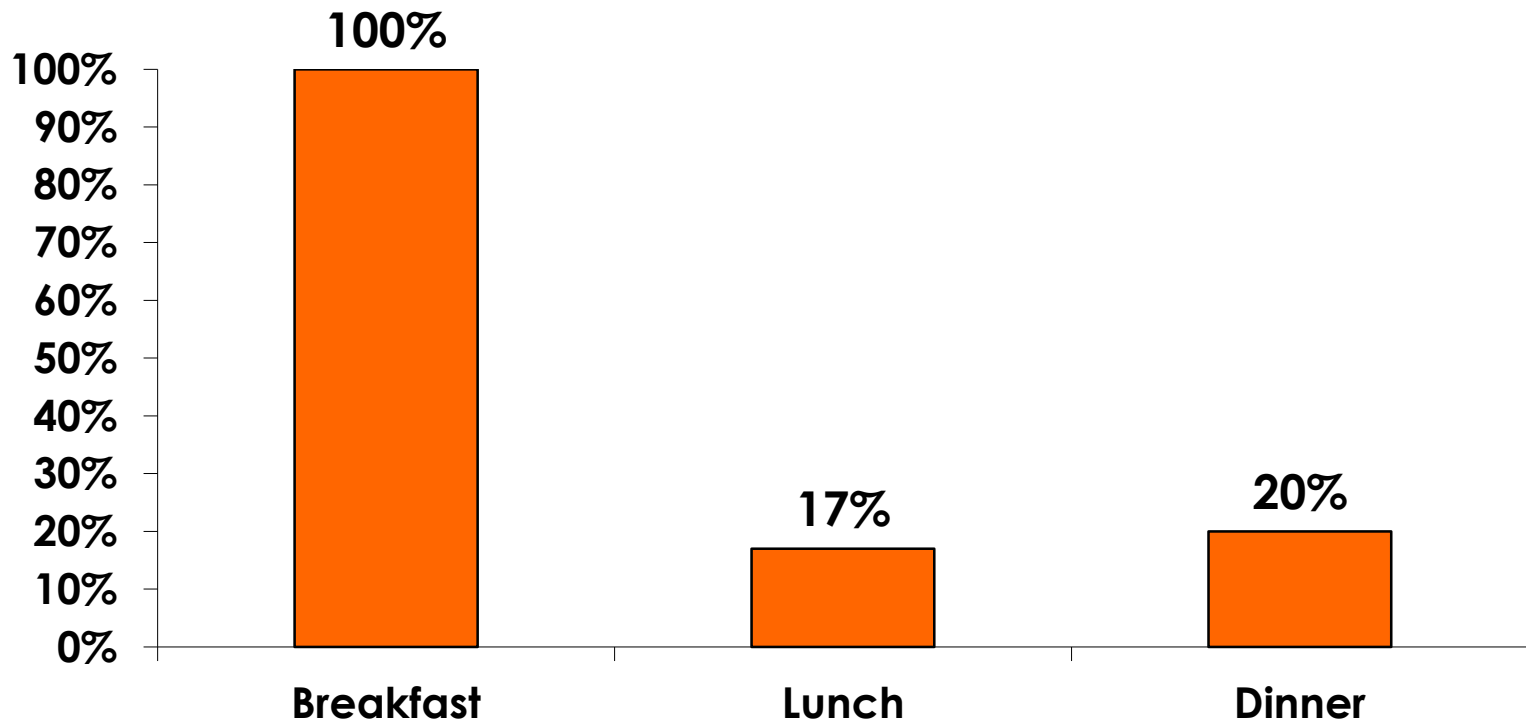
	MEAN \$
Air & Accommodation package only	\$2,331.89
Air & Accommodation w/ daily meal package	\$2,270.77
Air only	\$906.52
Accommodation only	\$654.87
Accommodation w/ daily meal only	\$866.24
Food & Beverages in Hotel	\$83.83
Ground transportation – Korea	\$85.53
Ground transportation – Guam	\$177.14
Optional tours/ activities	\$381.89
Other expenses	\$322.33
<b>Total Prepaid</b>	<b>\$1,748.60</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=172

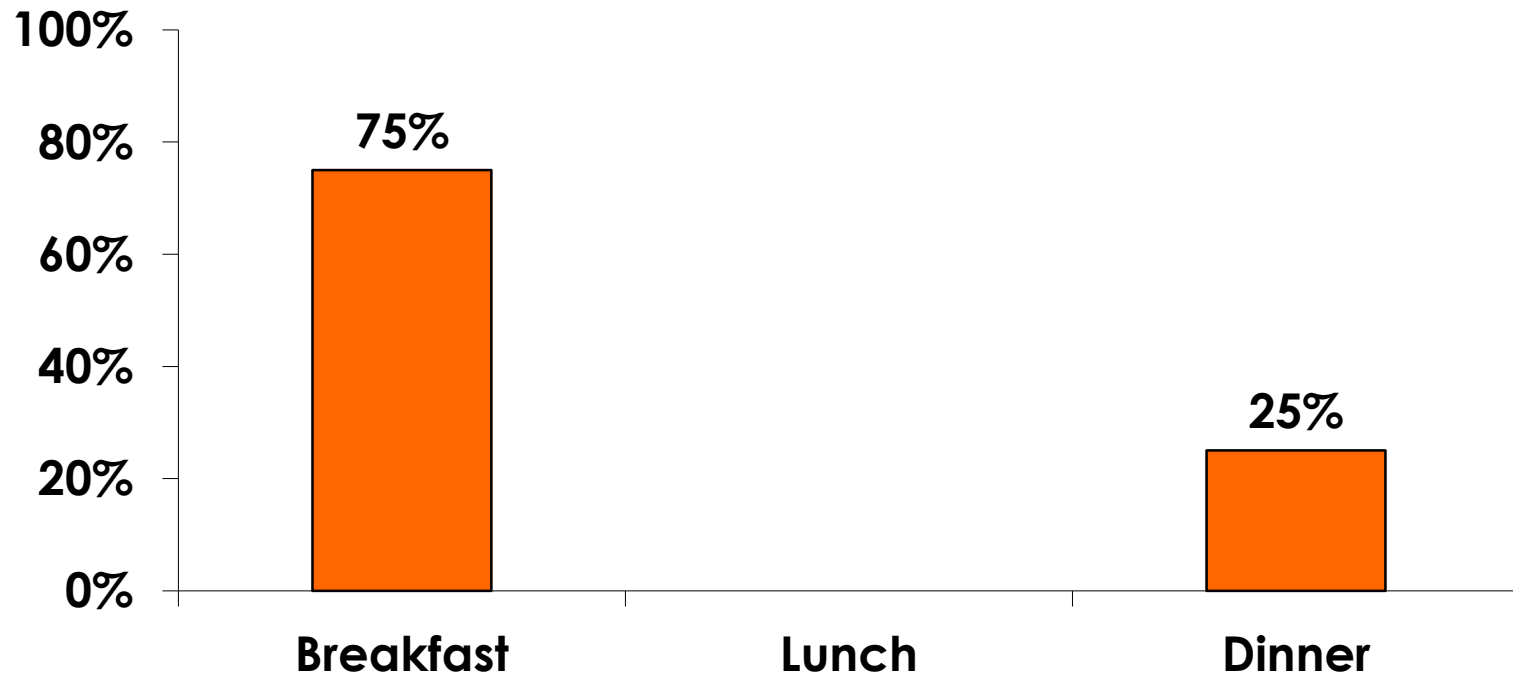


Mean=\$2,270.77 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

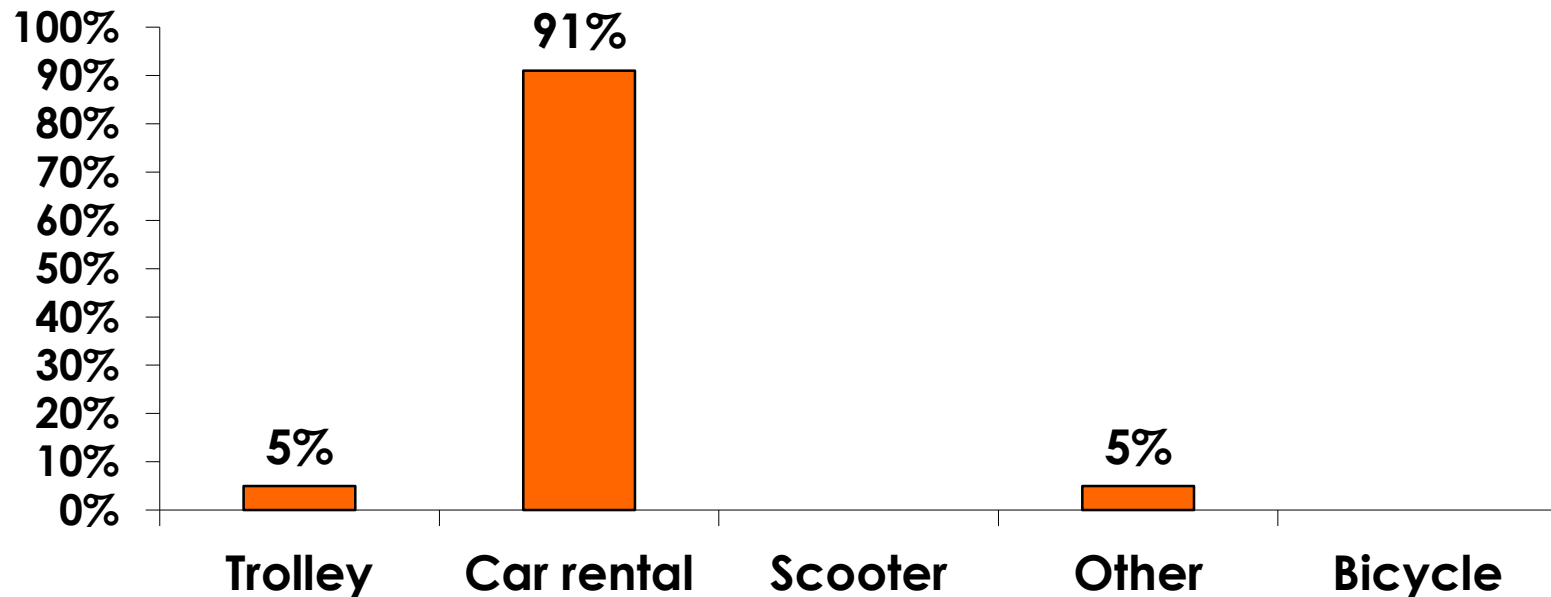
N=4



Mean=\$866.24 per travel party

# PREPAID GROUND TRANSPORTATION

n=22



Mean=\$177.14 per travel party

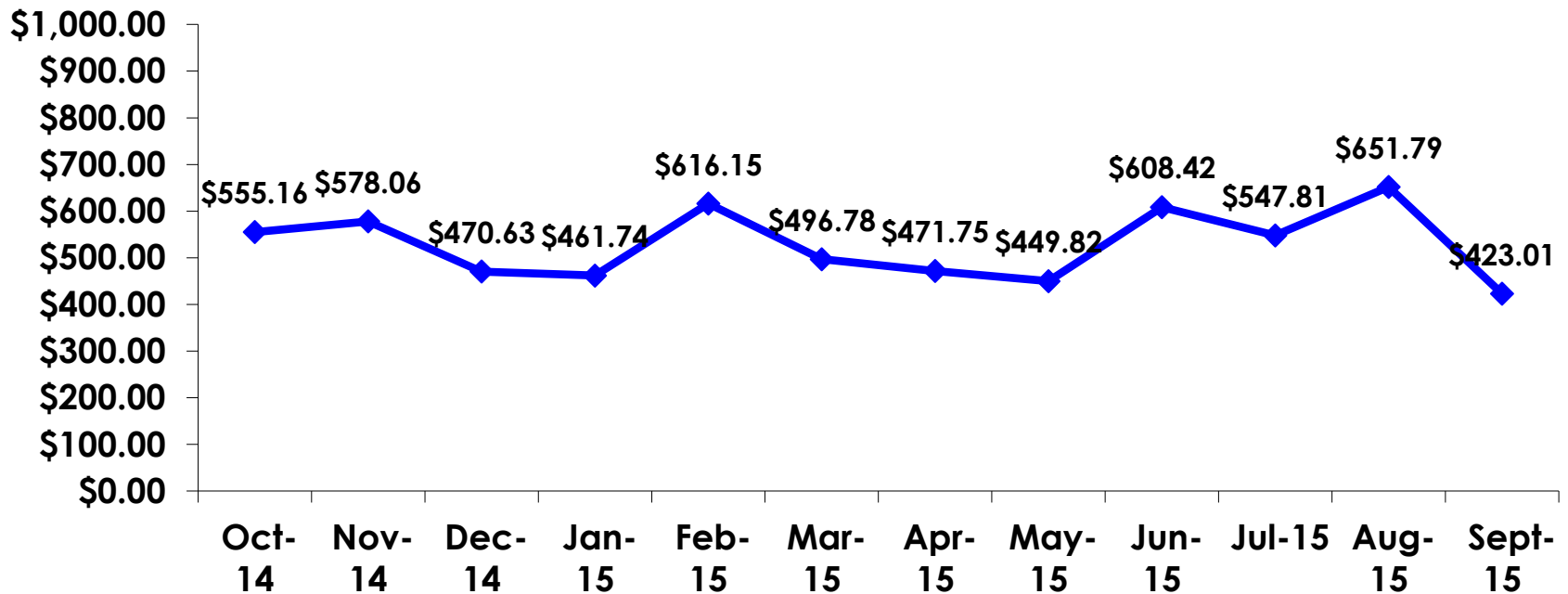
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# On-Island Expenditures

- \$1,122.78 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$423.01 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

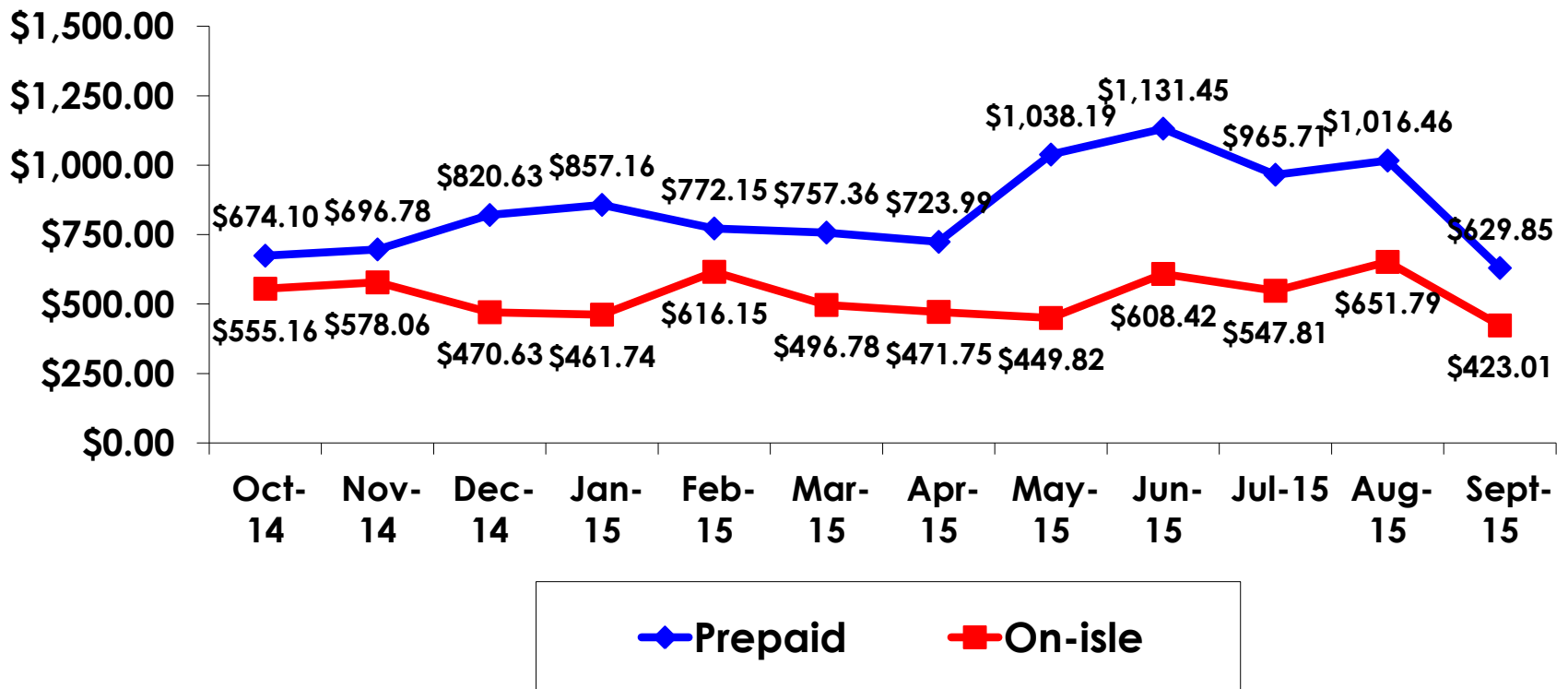


YTD = \$527.40

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$839.93

On-Isle YTD = \$527.40



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER								
			Male	Female	Male				Female				
AGE					AGE								
18-24	25-34	35-49			50+	18-24	25-34	35-49	50+				
		-											
PER PERSON	Mean	\$423.01	\$460.51	\$374.77	\$724.50	\$520.54	\$378.08	\$345.83	\$298.35	\$429.88	\$311.70	\$0.00	
	Median	\$350	\$388	\$333	\$737	\$455	\$301	\$500	\$250	\$350	\$333	\$0	
	Minimum	\$0	\$0	\$0	\$125	\$0	\$0	\$13	\$0	\$0	\$0	\$0	
	Maximum	\$3,090	\$3,090	\$1,600	\$1,300	\$3,090	\$1,800	\$525	\$740	\$1,600	\$1,000	\$0	

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$68.37	\$81.21	\$51.85	\$0.83	\$79.61	\$61.86	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$23.86	\$27.48	\$19.20	\$28.33	\$27.70	\$19.56	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$113.30	\$135.22	\$85.10	\$134.83	\$137.18	\$74.57	\$167.50
	Median	\$0	\$0	\$0	\$174	\$0	\$0	\$0
OPT TOUR	Mean	\$80.25	\$92.96	\$63.90	\$125.42	\$70.13	\$92.75	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$197.52	\$239.78	\$143.14	\$227.50	\$211.64	\$170.37	\$0.00
	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0
GIFT- OTHER	Mean	\$109.64	\$132.44	\$80.31	\$152.50	\$121.14	\$95.95	\$0.00
	Median	\$0	\$0	\$0	\$15	\$0	\$0	\$0
TRANS	Mean	\$66.23	\$73.98	\$56.25	\$64.25	\$78.34	\$49.89	\$40.00
	Median	\$0	\$0	\$0	\$16	\$0	\$0	\$0
OTHER	Mean	\$459.07	\$417.75	\$512.24	\$62.92	\$402.05	\$562.27	\$455.00
	Median	\$10	\$0	\$60	\$5	\$30	\$0	\$275
TOTAL	Mean	\$1,122.78	\$1,206.27	\$1,015.37	\$786.58	\$1,139.57	\$1,123.88	\$662.50
	Median	\$1,000	\$1,000	\$900	\$605	\$1,000	\$875	\$275



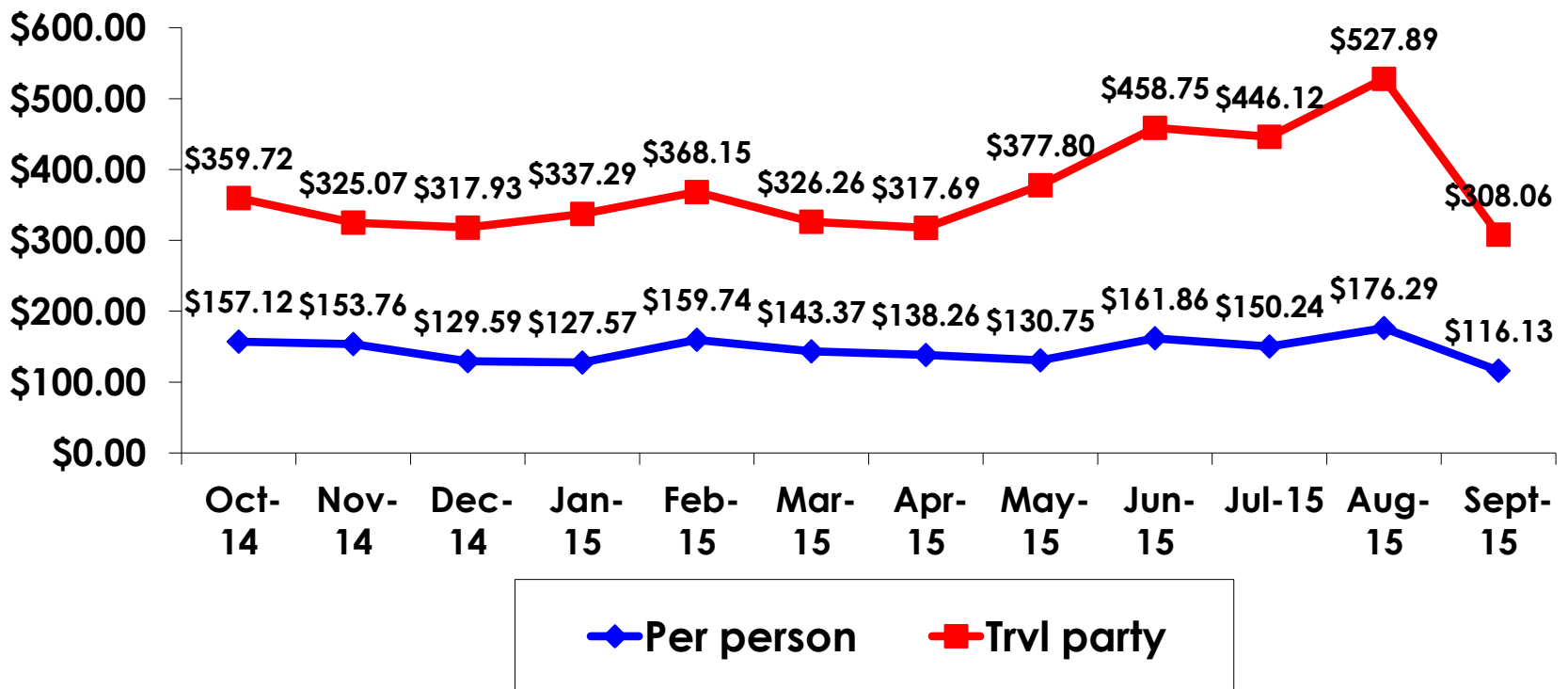
# On-Island Expenditures

## First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$68.37	\$57.41	\$145.48
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$23.86	\$24.23	\$21.30
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$113.30	\$116.83	\$90.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$80.25	\$81.34	\$76.41
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$197.52	\$191.11	\$247.72
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$109.64	\$105.80	\$132.78
	Median	\$0	\$0	\$0
TRANS	Mean	\$66.23	\$64.22	\$70.85
	Median	\$0	\$0	\$0
OTHER	Mean	\$459.07	\$452.15	\$504.02
	Median	\$10	\$10	\$18
TOTAL	Mean	\$1,122.78	\$1,098.32	\$1,288.57
	Median	\$1,000	\$1,000	\$1,000

# ON-ISLE EXPENDITURES – Per Day

YTD Per Person = \$145.33    YTD Travel Party = \$372.57

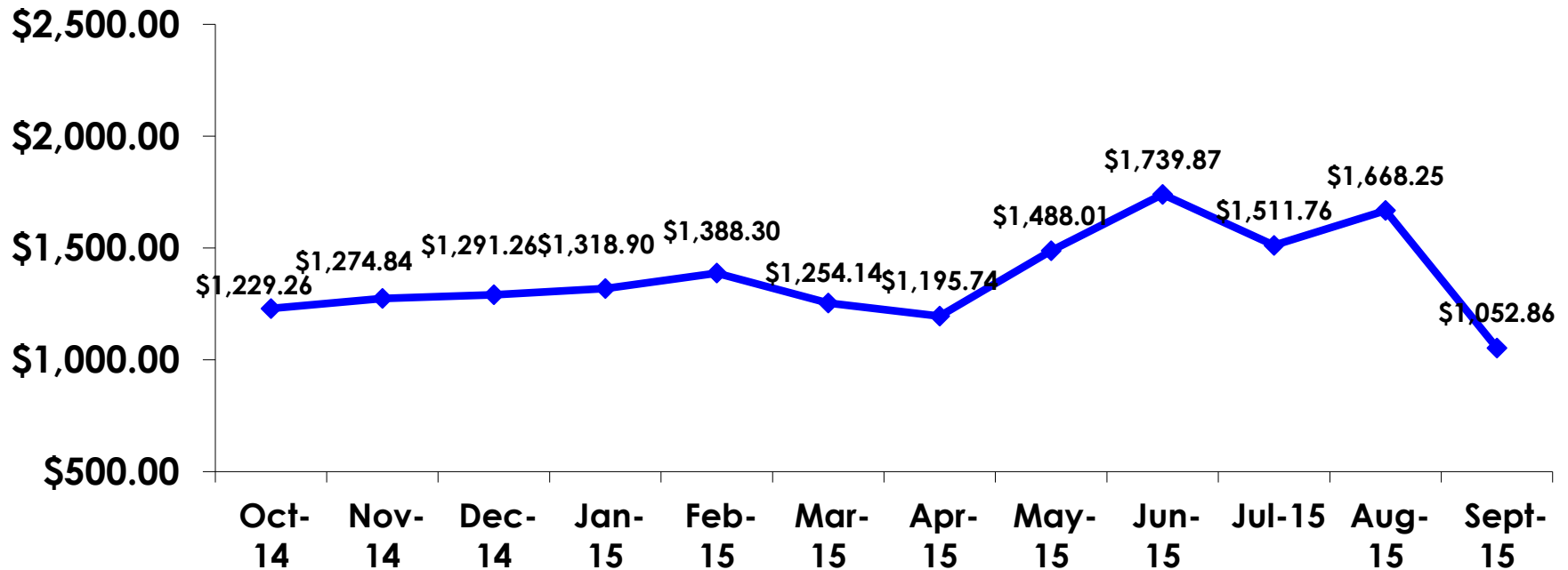


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,052.86 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,961 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



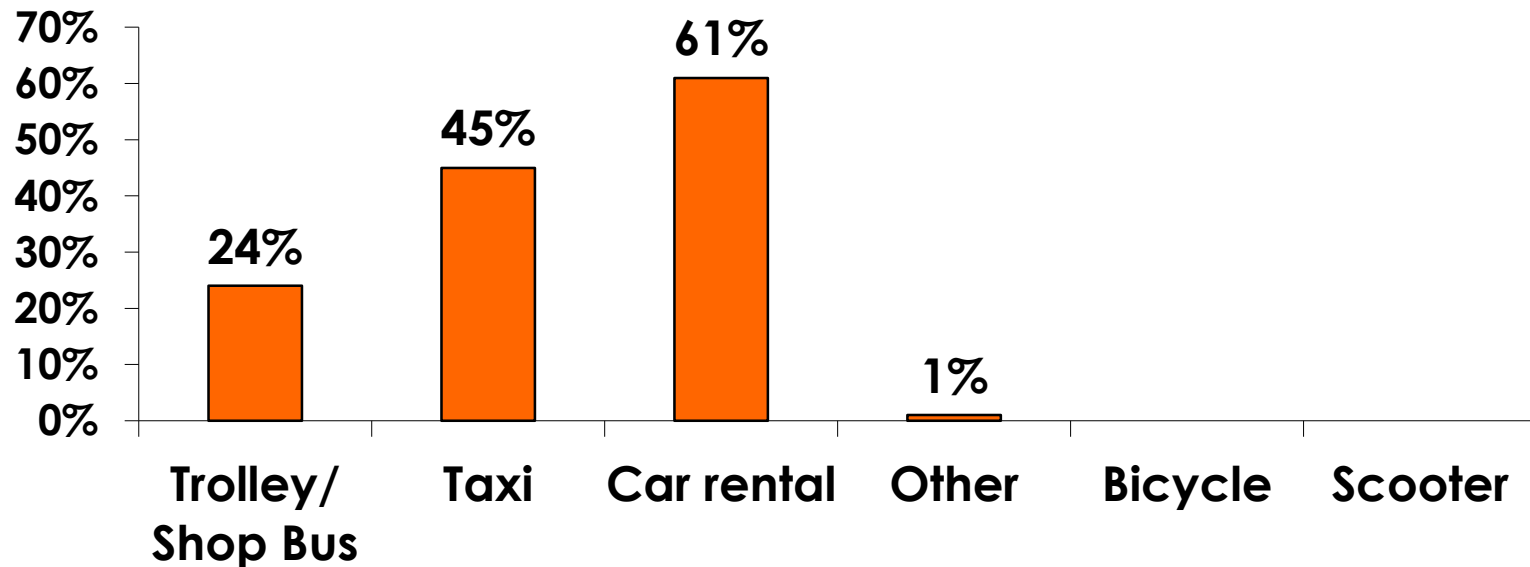
YTD=\$1,367.16

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$68.37
Food & beverage in fast food restaurant/convenience store	\$23.86
Food & beverage at restaurants or drinking establishments outside a hotel	\$113.30
Optional tours and activities	\$80.25
Gifts/ souvenirs for yourself/companions	\$197.52
Gifts/ souvenirs for friends/family at home	\$109.64
Local transportation	\$66.23
Other expenses not covered	\$459.07
<b>Average Total</b>	<b>\$1,122.78</b>

# Local Transportation

n=139



Mean=\$66.23 per travel party

---

# Guam Airport Expenditures

- \$47.96 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$13.74
<b>Gifts/Souvenirs Self</b>	\$20.74
<b>Gifts/Souvenirs Others</b>	\$13.23
<b>Total</b>	<b>\$47.96</b>

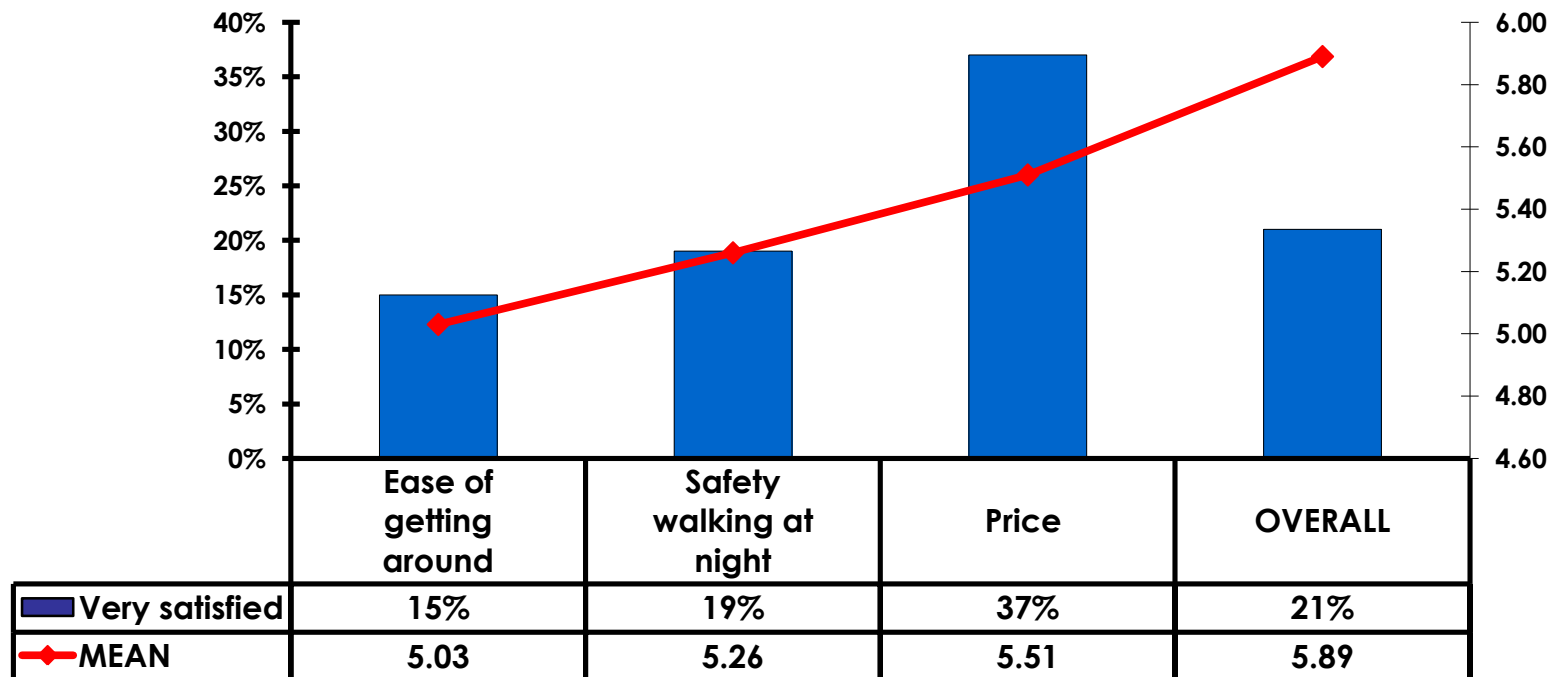


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

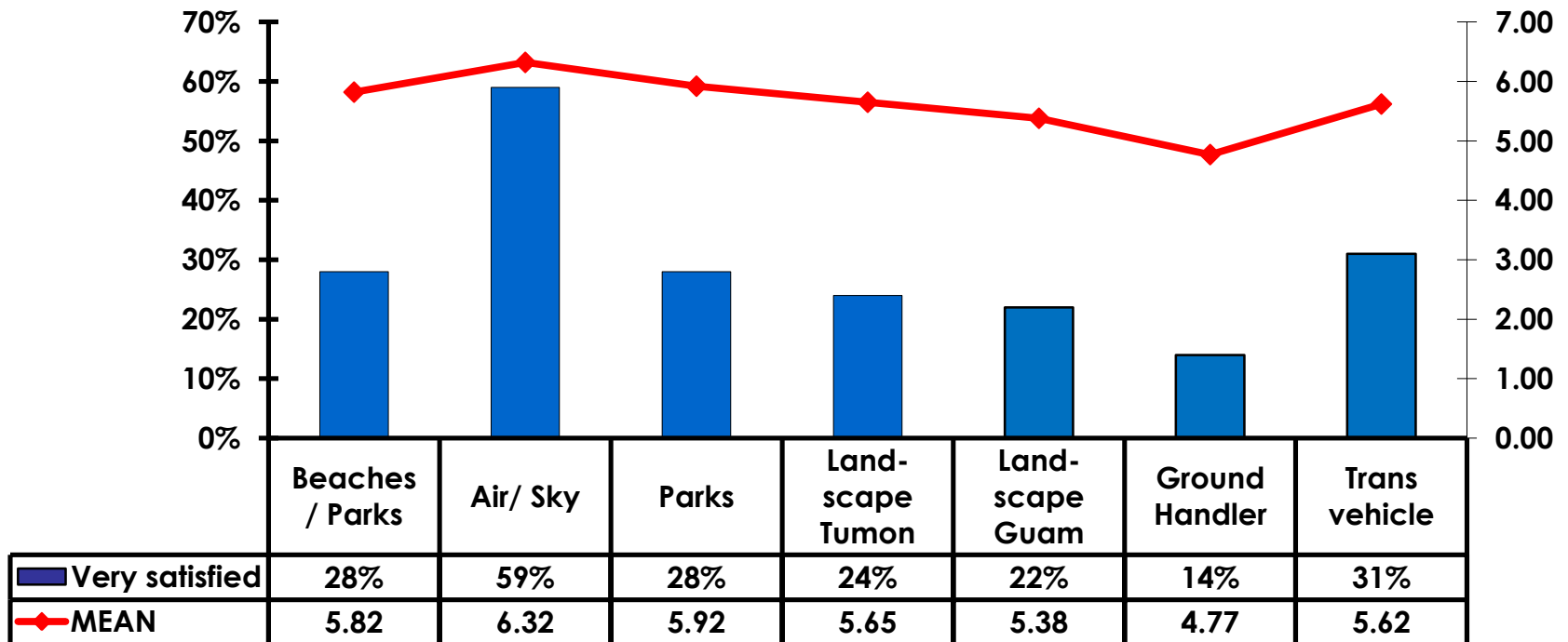
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

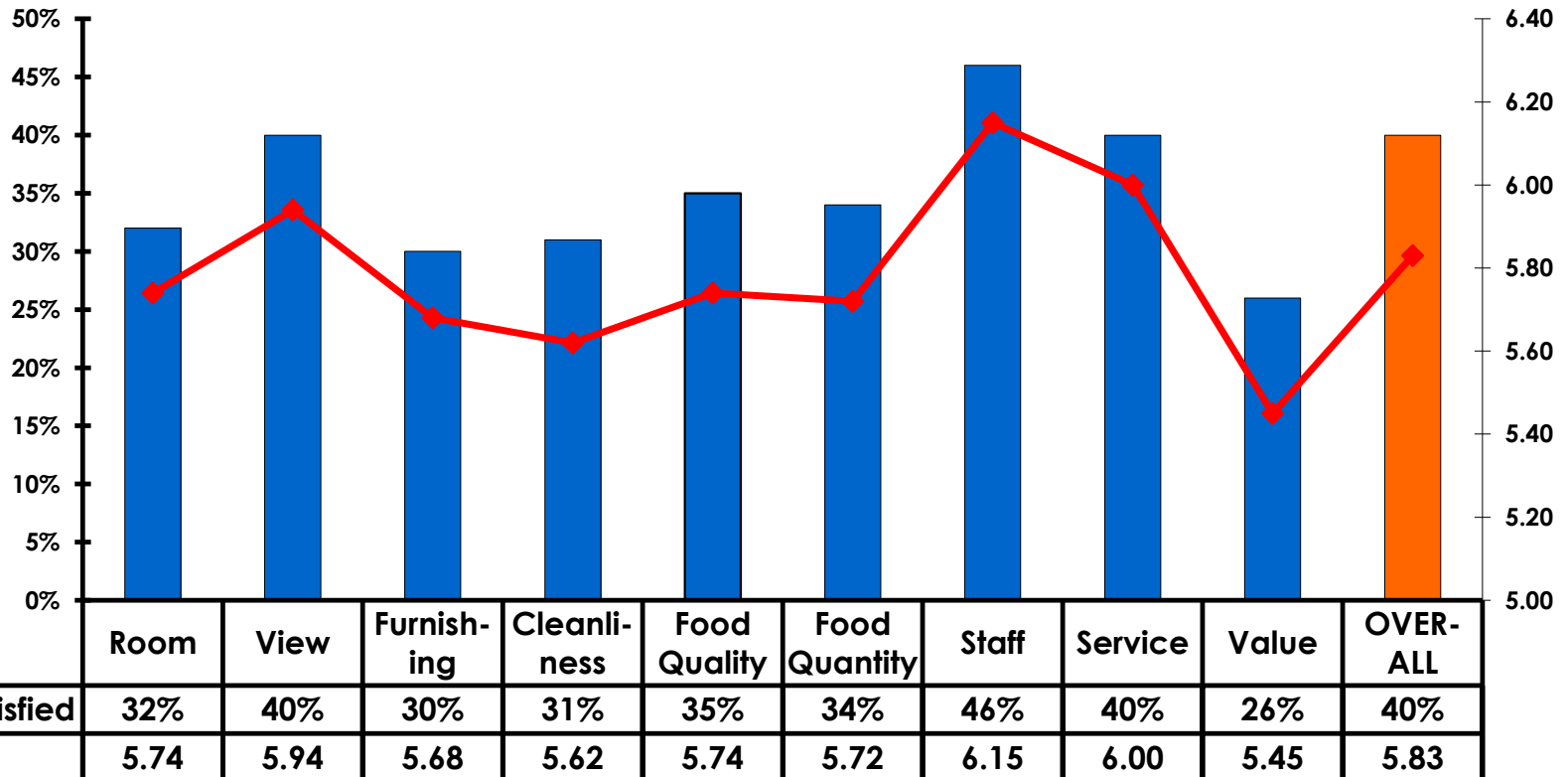
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

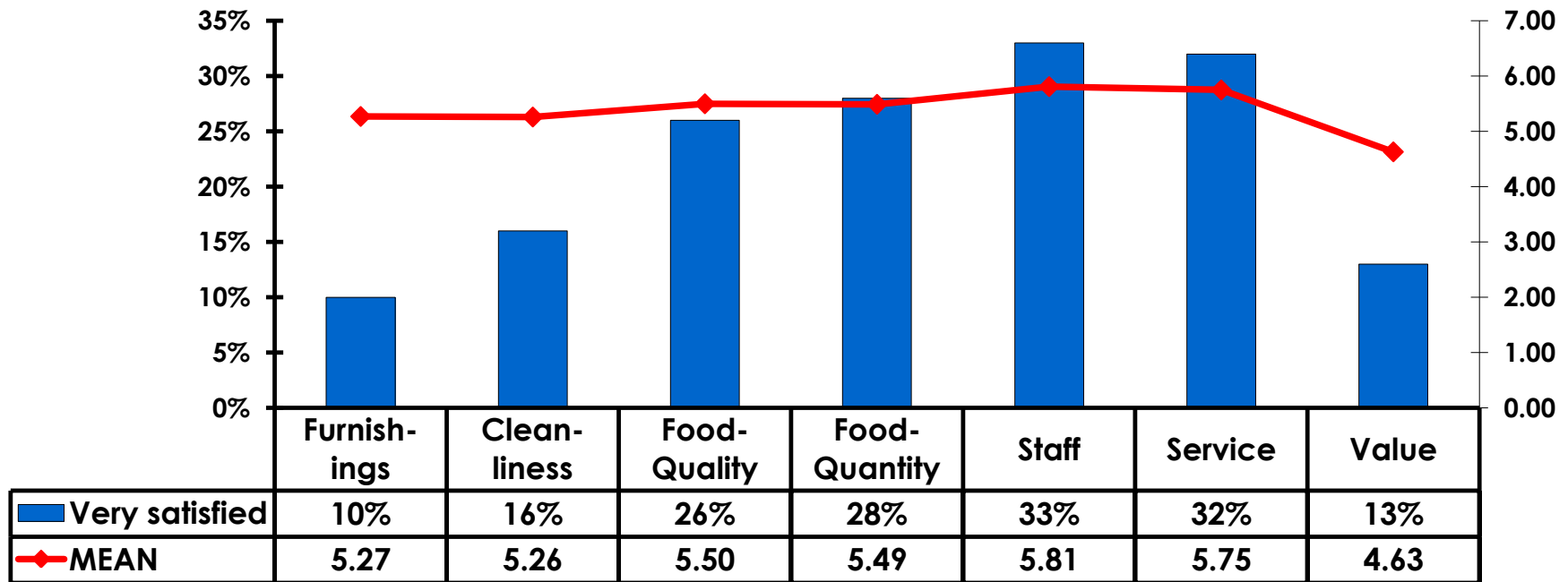
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

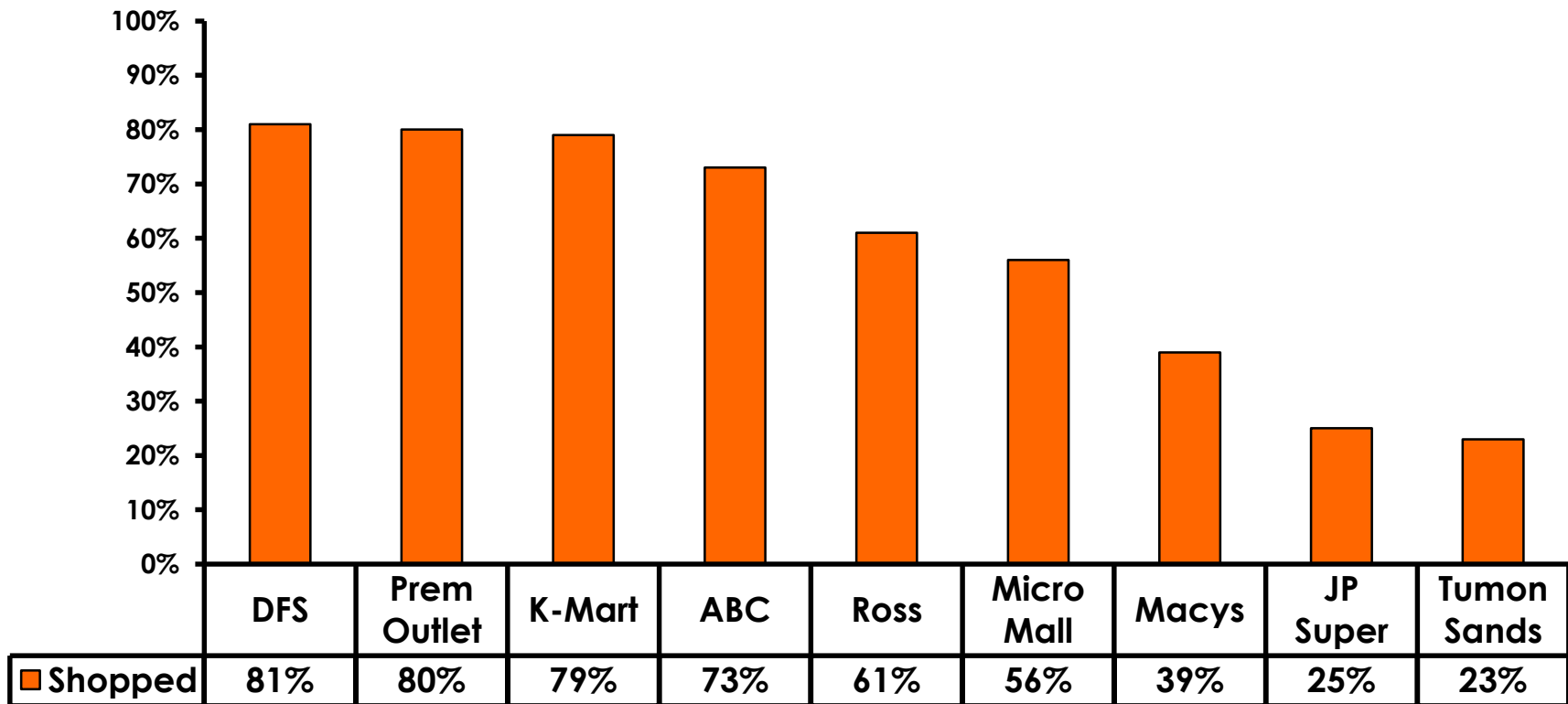
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

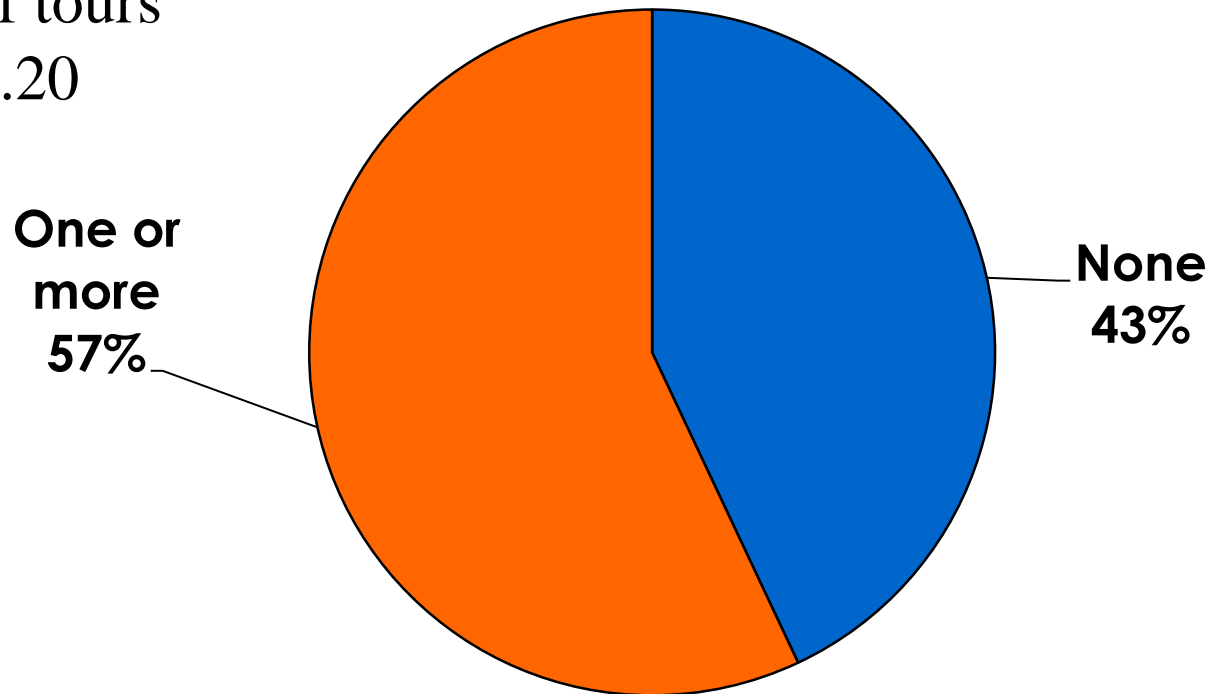
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>68%</b>	Score of 6 to 7 = <b>67%</b>
Score of 4 to 5 = <b>28%</b>	Score of 4 to 5 = <b>28%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.88</b>	<b>MEAN = 5.71</b>

# Optional Tour Participation

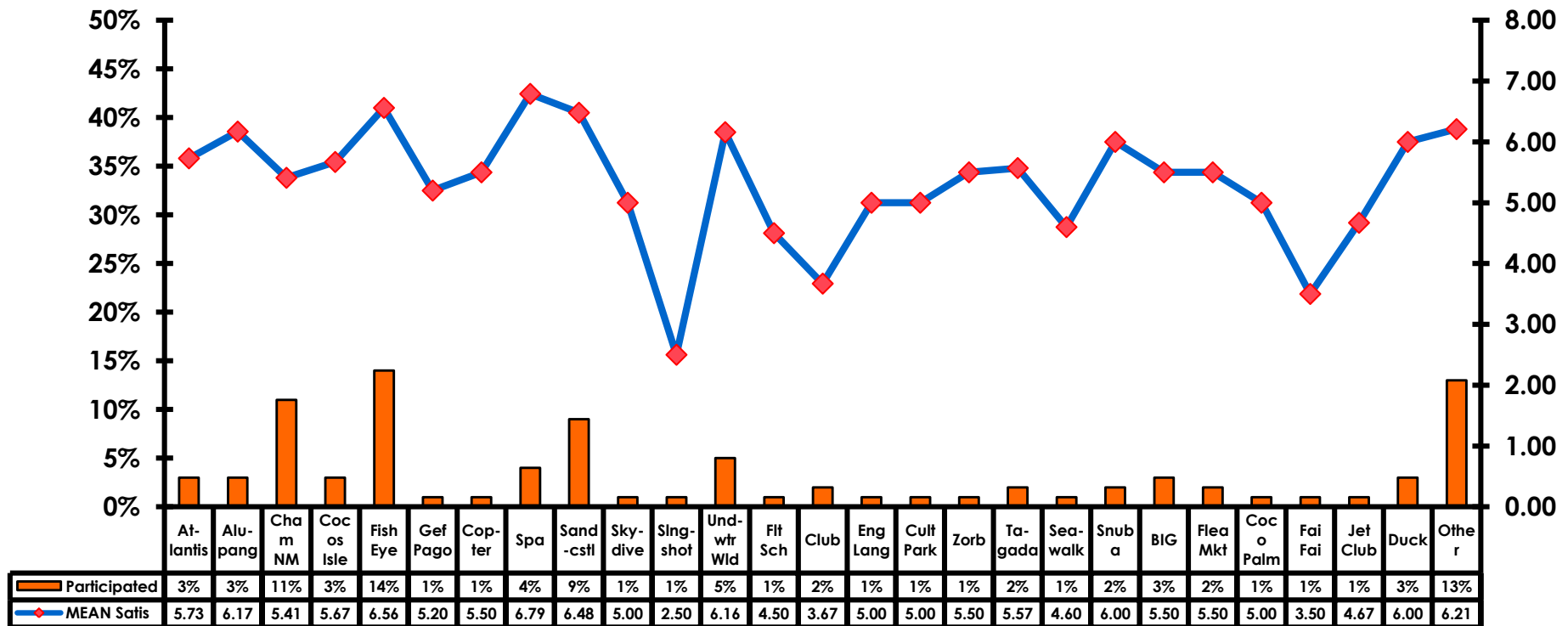
- Average number of tours participated in is 1.20





# Optional Tours

## Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>59%</b>	Score of 6 to 7 = <b>55%</b>
Score of 4 to 5 = <b>35%</b>	Score of 4 to 5 = <b>37%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>8%</b>
<b>MEAN = 5.51</b>	<b>MEAN = 5.40</b>

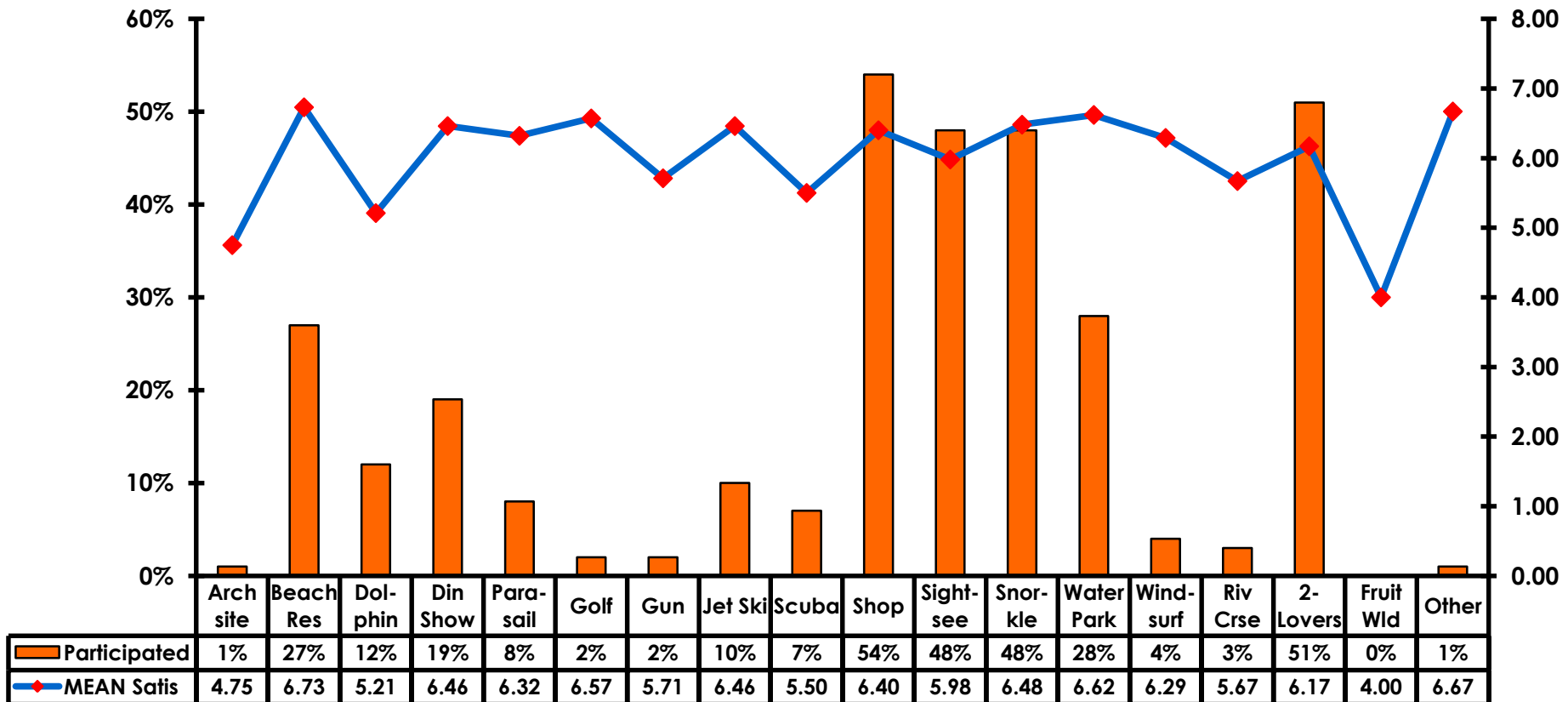
# Night Tours Satisfaction

7pt Rating Scale

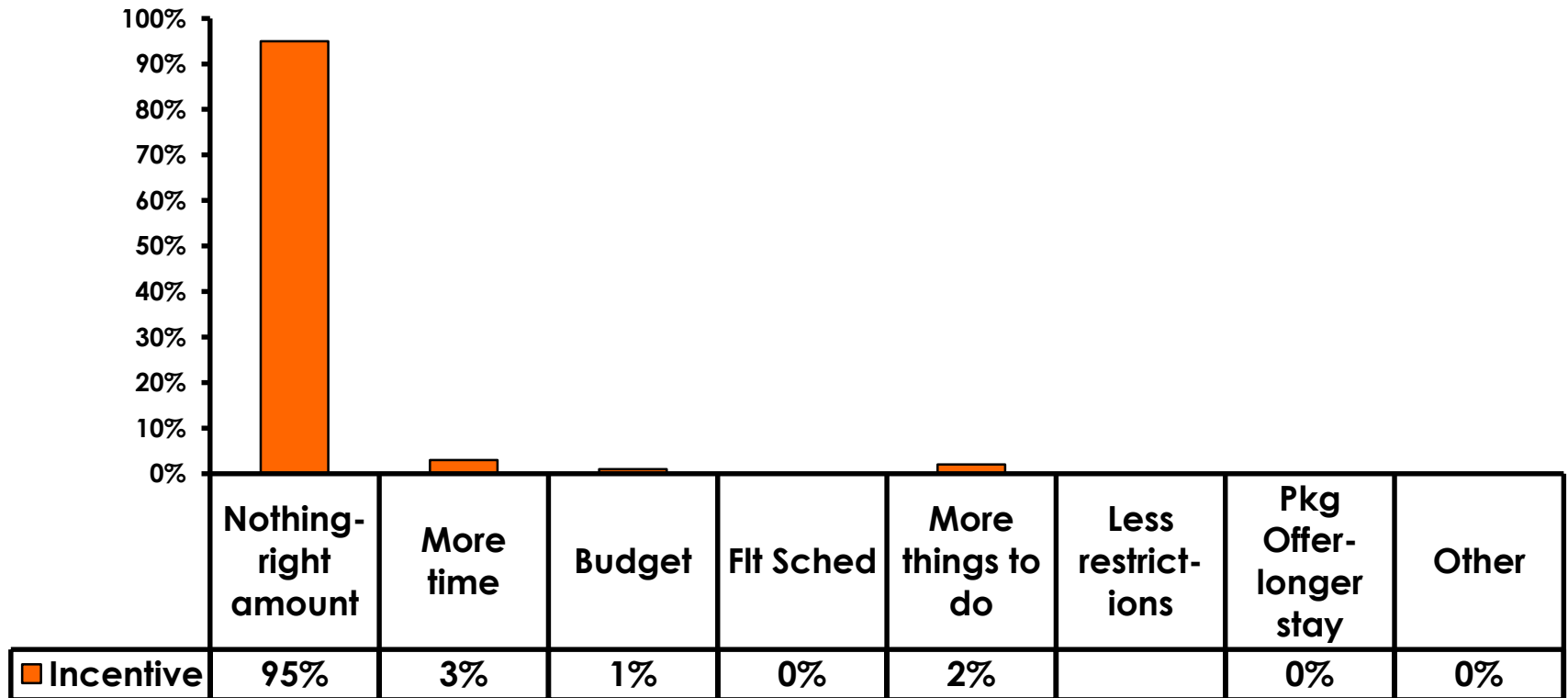
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>42%</b>	Score of 6 to 7 = <b>36%</b>
Score of 4 to 5 = <b>49%</b>	Score of 4 to 5 = <b>53%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>11%</b>
<b>MEAN = 5.06</b>	<b>MEAN = 4.88</b>

# Satisfaction with Other Activities



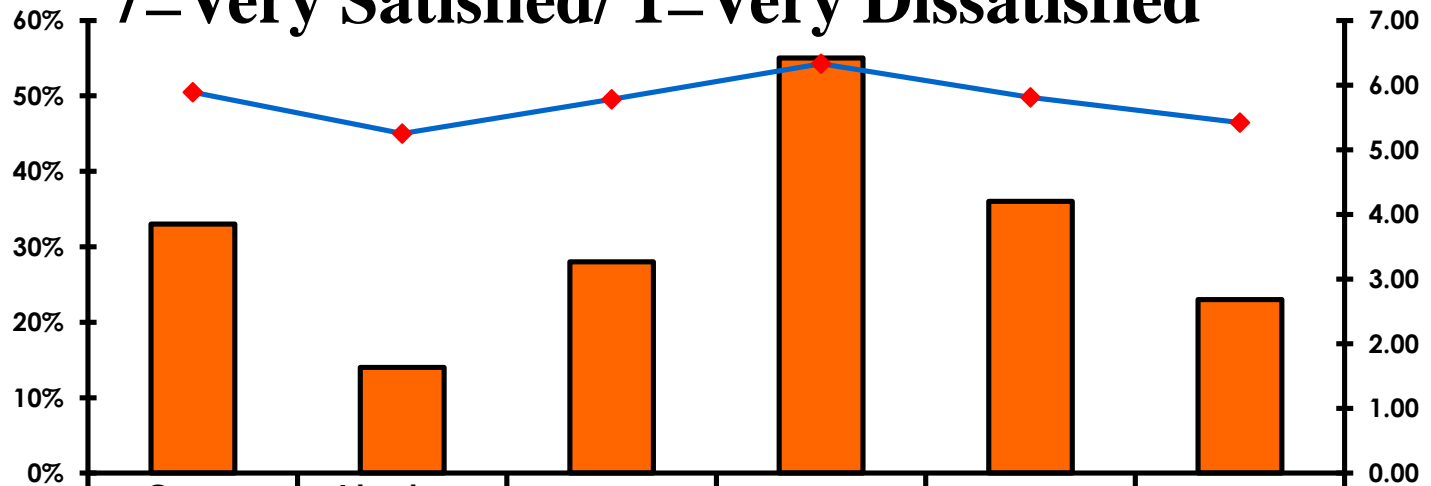
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

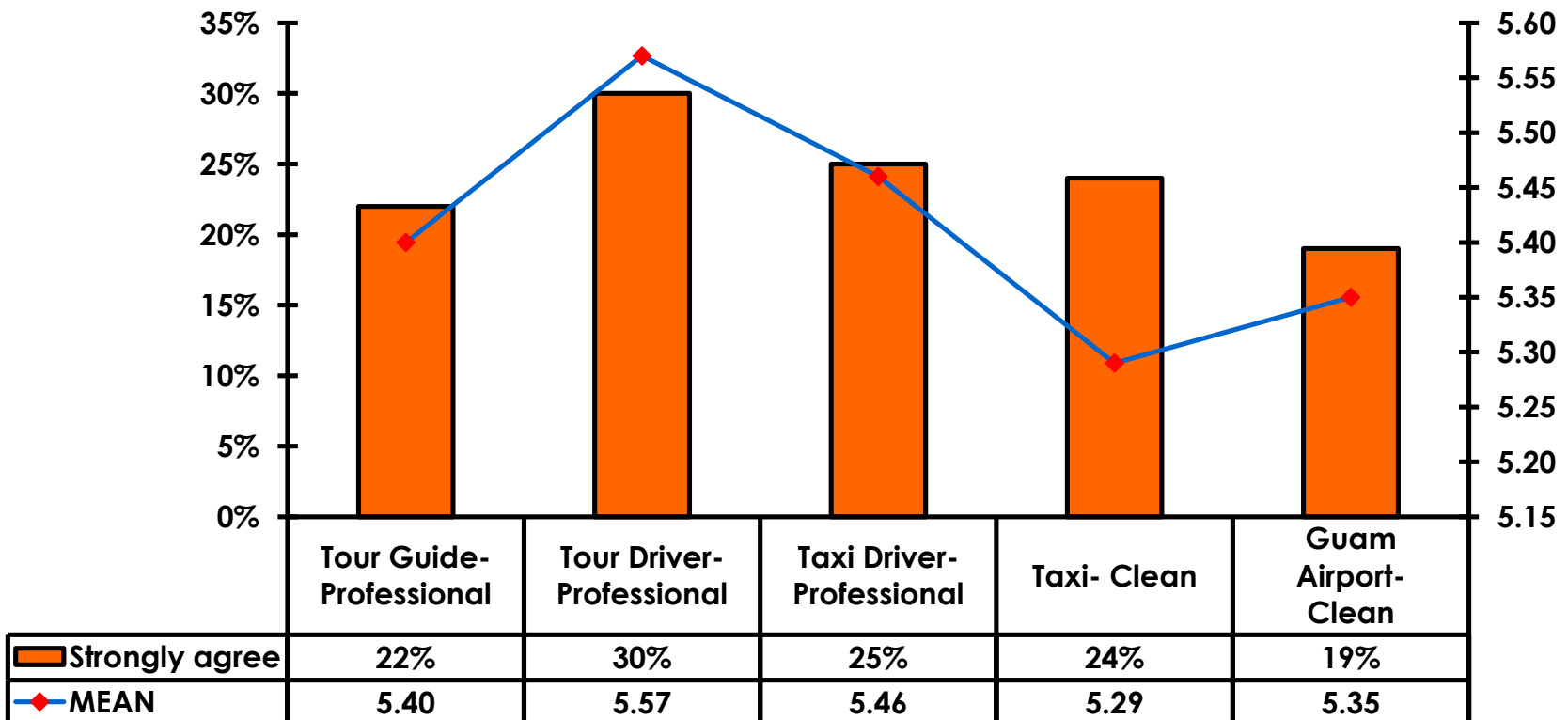


 Strongly agree	33%	14%	28%	55%	36%	23%
 MEAN	5.89	5.25	5.78	6.33	5.81	5.42

# On-Island Perceptions

7pt Rating Scale

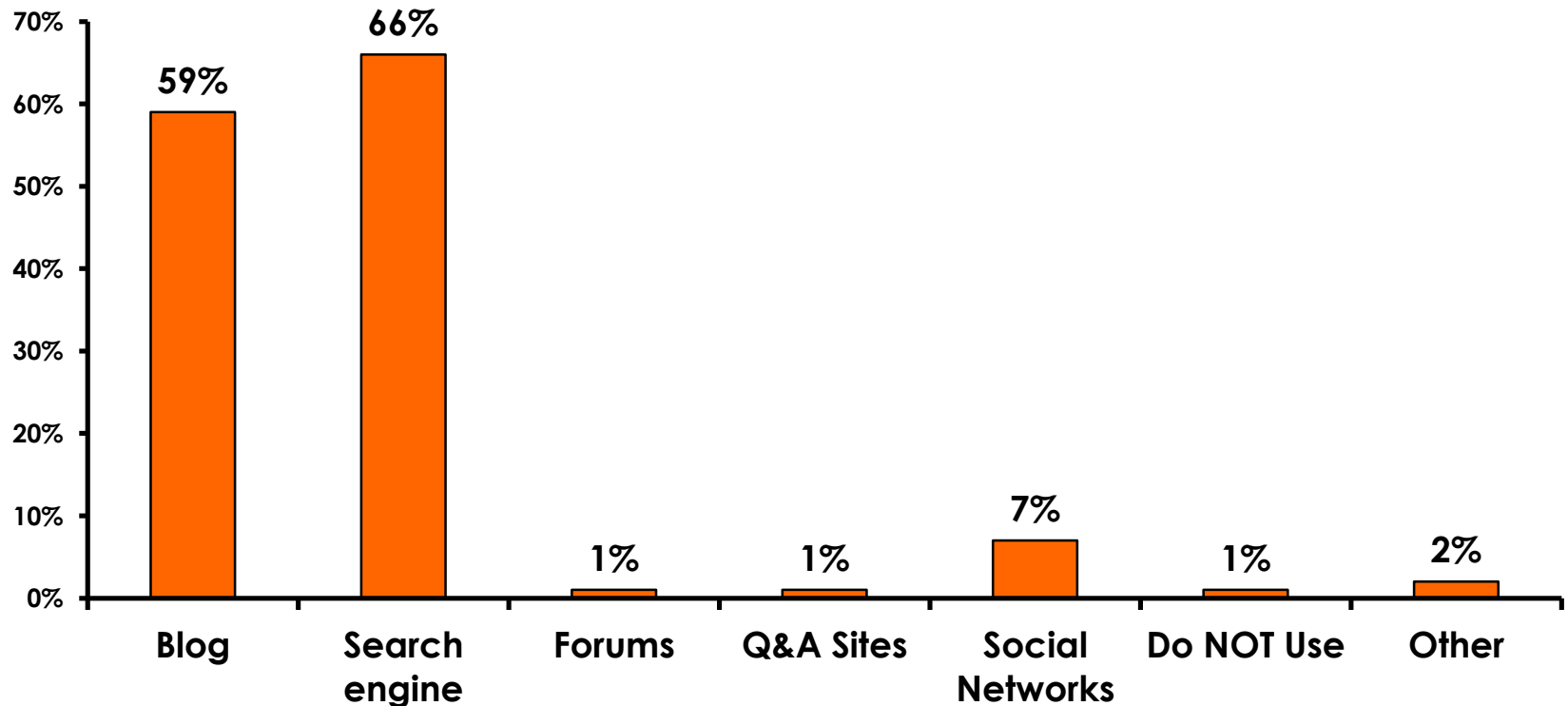
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

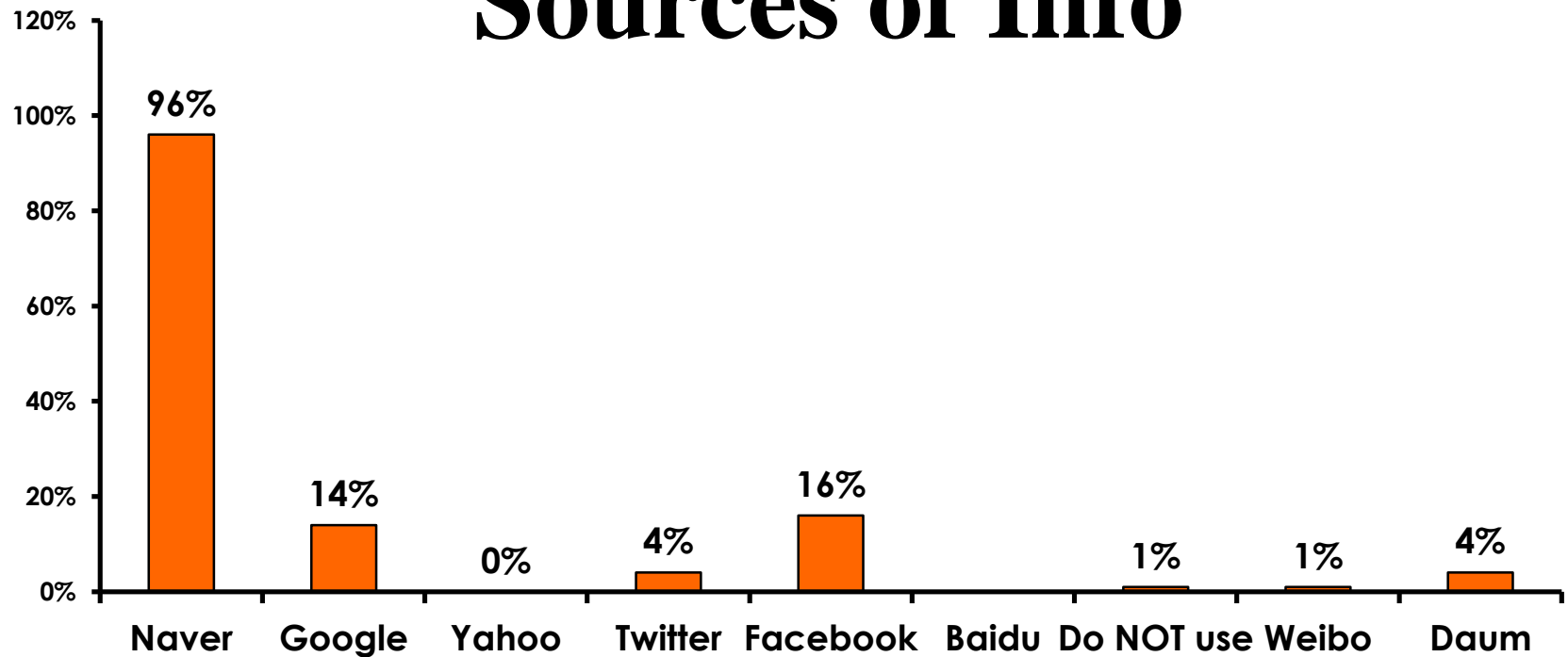


# Internet- Guam Sources of Info

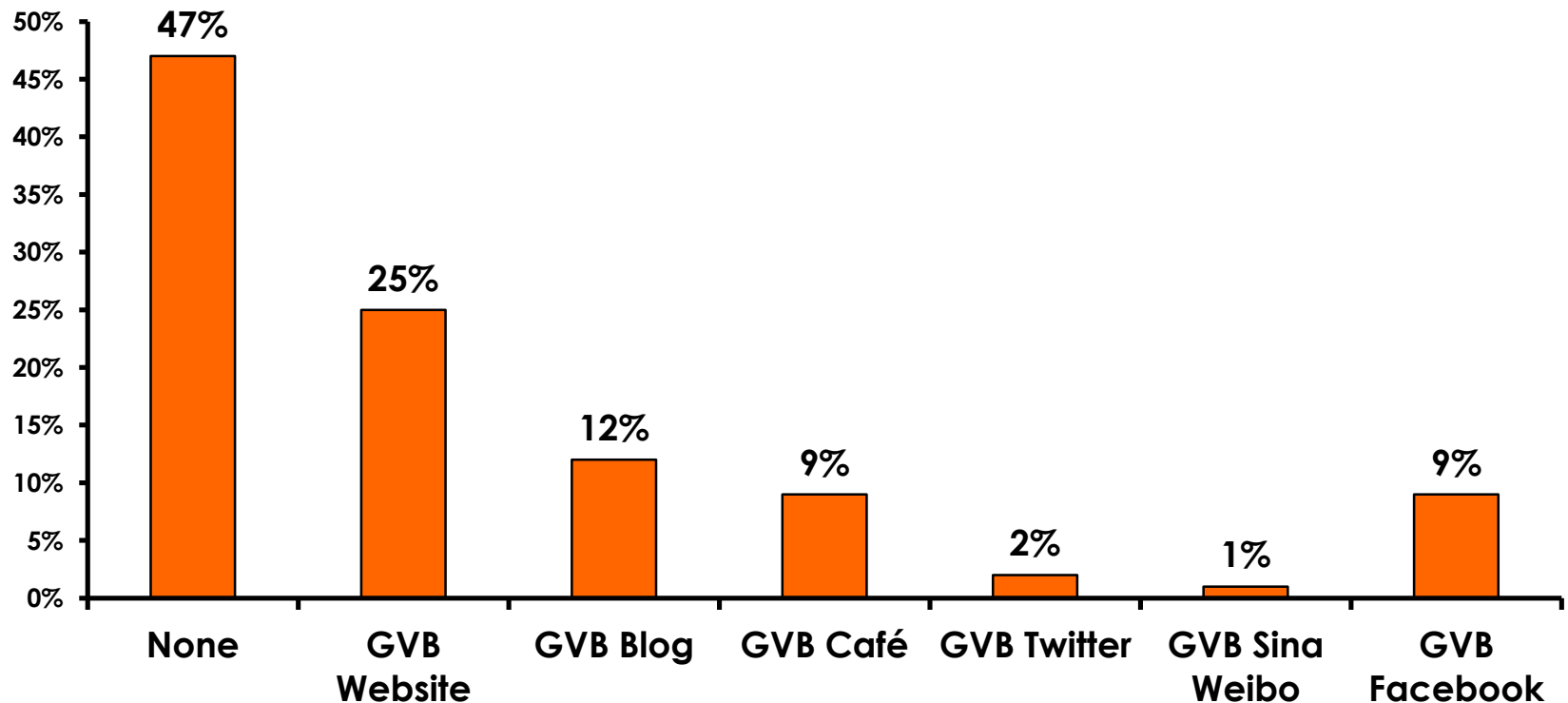


# Internet- Things To Do

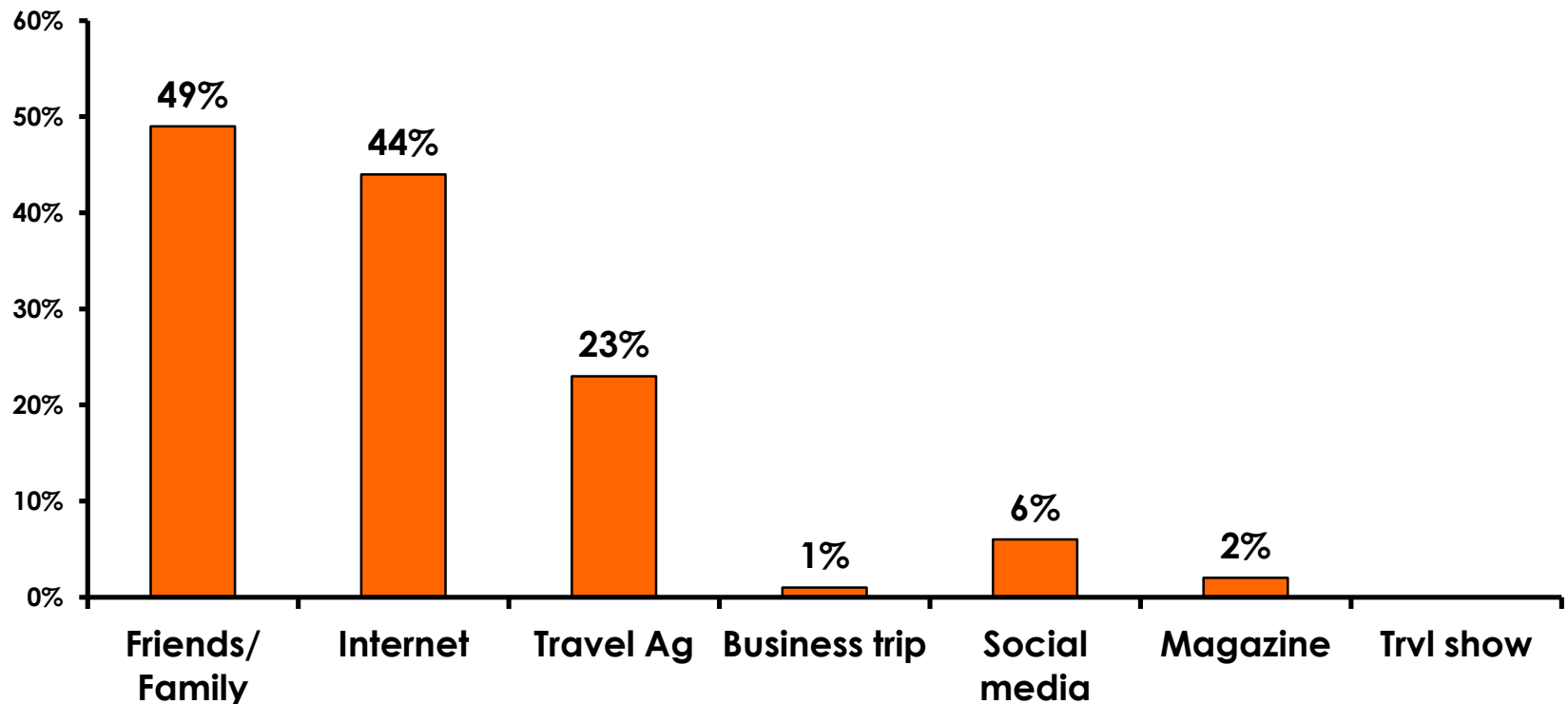
## Sources of Info



# Internet- GVB Sources

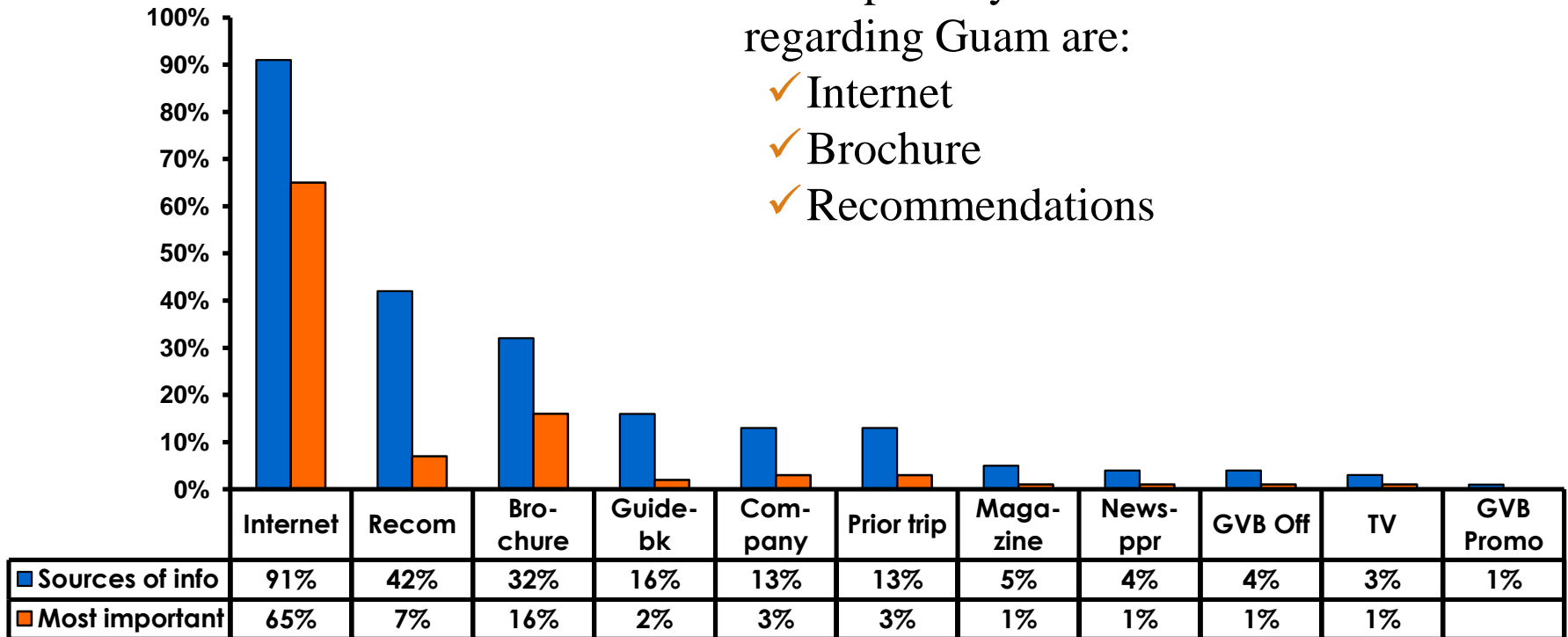


# Travel Motivation- Info Sources



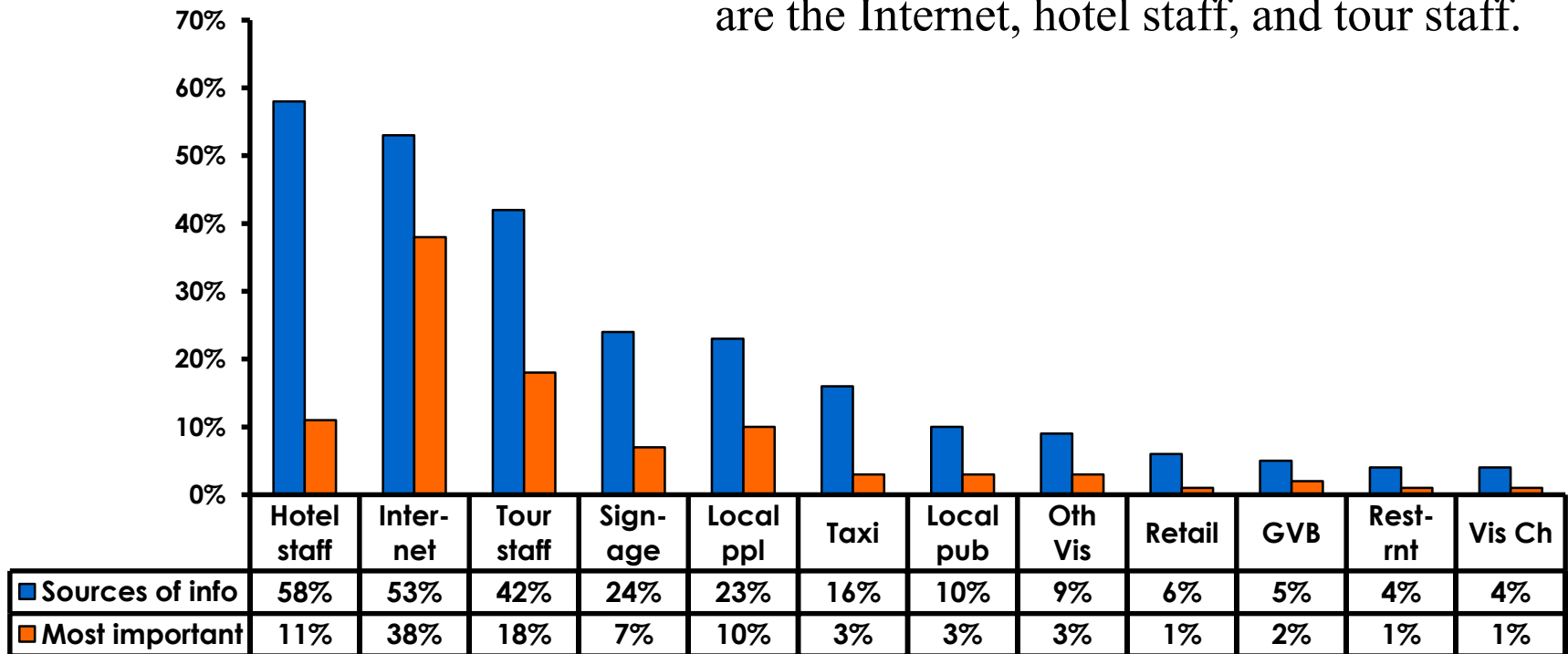
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Brochure
  - ✓ Recommendations



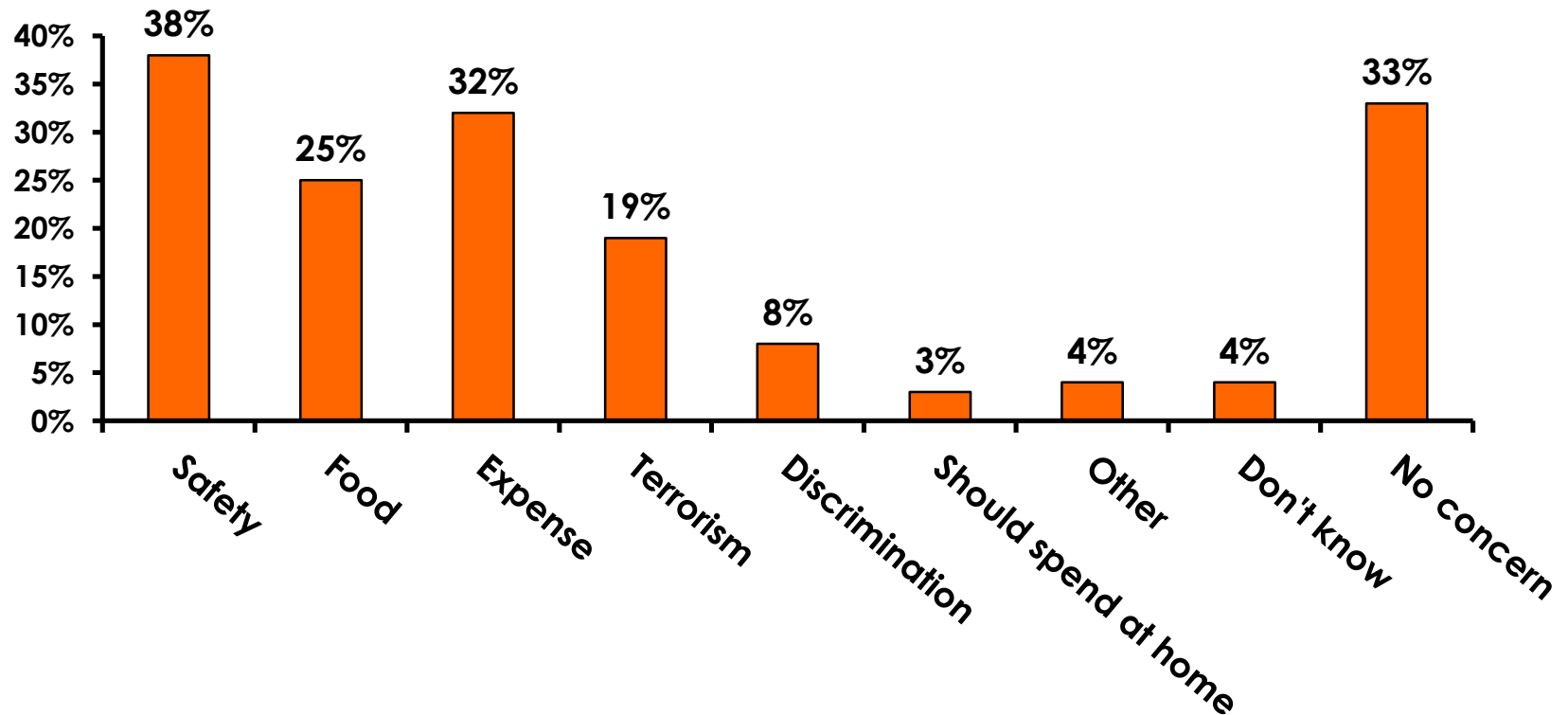
# Sources of Information Post-arrival

- The primary local sources of information are the Internet, hotel staff, and tour staff.



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

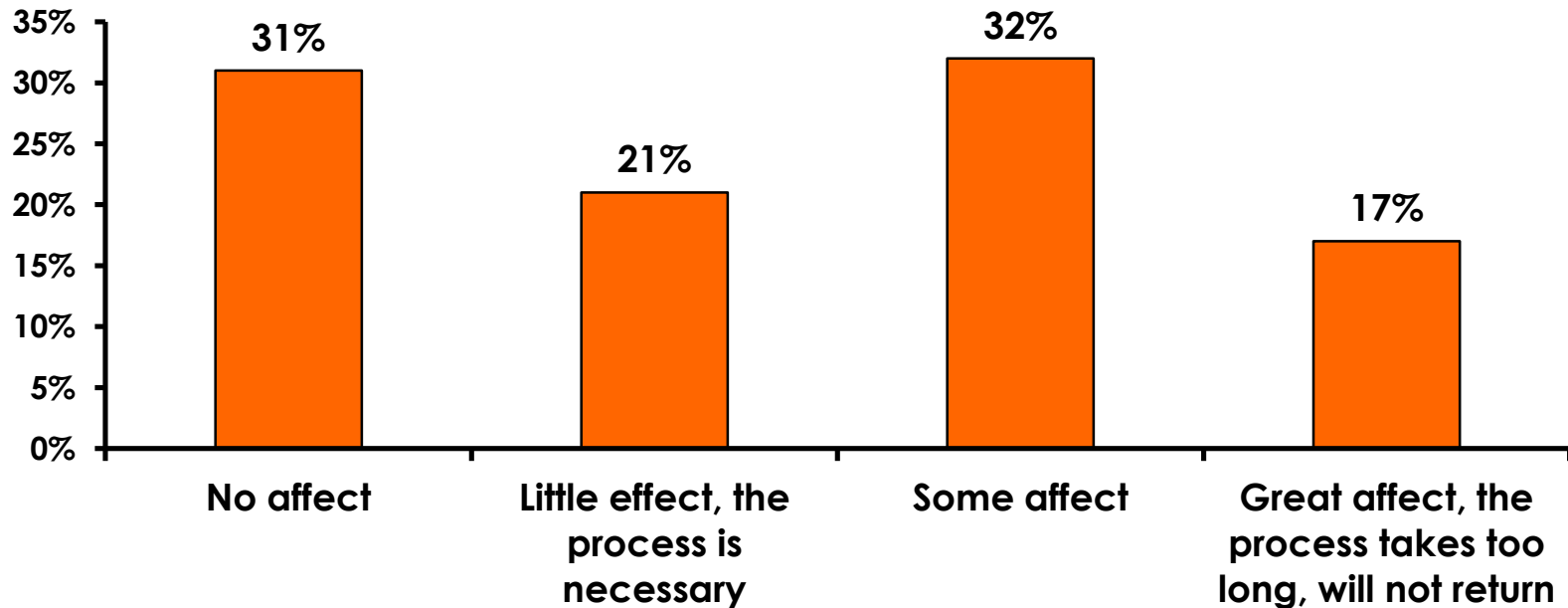




# Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income	
Q21	Safety	38%	25%	36%	42%	50%	20%	13%	42%	33%	33%	43%	50%	50%	
	No concerns	33%	25%	31%	36%	25%	20%	13%	27%	35%	44%	33%	19%		
	Expense	32%	42%	36%	28%		20%	63%	52%	36%	28%	28%	29%	50%	
	Food	25%	33%	30%	18%	25%	60%	25%	42%	23%	20%	22%	29%	17%	
	Terrorism	19%		17%	23%	50%	20%		18%	17%	15%	21%	27%	17%	
	Discrimination against Koreans	8%	8%	10%	6%				9%	6%	4%	9%	15%	17%	
	Don't know	4%	17%	2%	5%					3%	3%	3%	4%	17%	
	Other	4%		5%	3%		20%	13%	3%	4%	8%				
	Should spend at home	3%		5%			40%		3%	1%	3%		2%		
	Total	Count	355	12	188	149	4	5	8	33	69	93	58	48	6

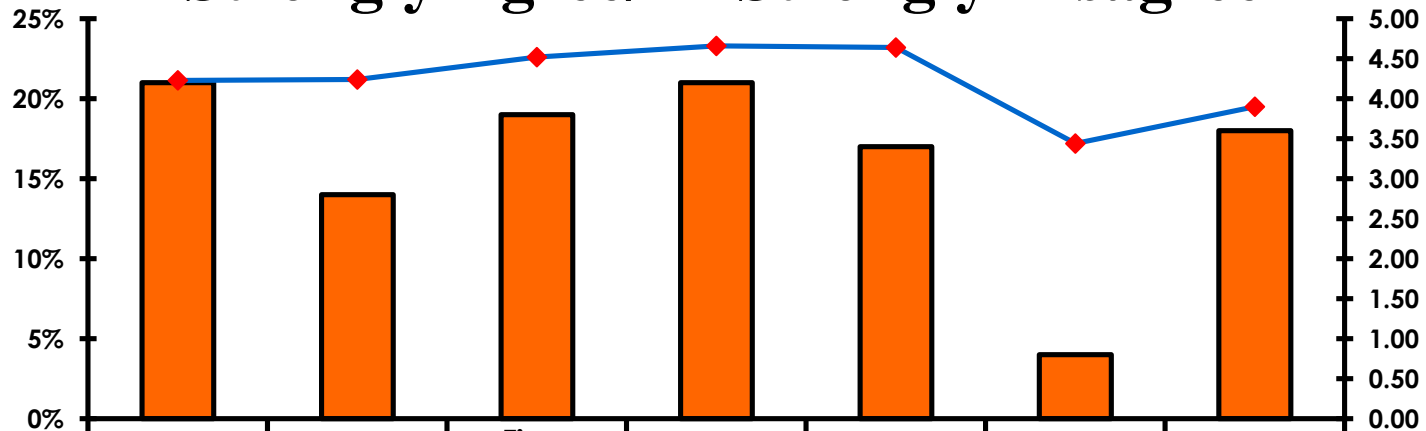
# Security Screening/ Immigration Process at Guam International Airport



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	Time drop bags for screen reasonable	Signs bag screen reasonable	Time clear security enter secured area reasonable	Screening officer-good	Officer careful w/ belongings	Officer abused authority	Officer rude/unprof
<b>Strongly agree</b>	21%	14%	19%	21%	17%	4%	18%
<b>MEAN</b>	4.23	4.24	4.52	4.66	4.64	3.44	3.90